BROADCASTING

Broadcast Advertising

Vol. 14 • No. 3

WASHINGTON, D. C.
FEBRUARY 1, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 23th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
FEB 3 - 1938

"Sorry, darling, but I'm a sucker for those WOR commercials"

Radio gives an opportunity to share

WLS LISTENERS have never failed to respond when a worthy project has been presented. In the holiday season just passed, 4,000 of them, through the WLS Christmas Neighbors Club (an annual WLS project) with contributions of over $6,000, provided 158 wheel chairs to crippled and convalescent children in 84 Midwest hospitals. In 1935-36 this same movement provided 250 child-caring institutions with new Christmas radio sets. . . . And at the WLS Christmas-Giving Party (another yearly WLS project), over 4,500 mothers and children attended, bringing food and toys for Christmas baskets. . . . WLS is proud to have such listeners. They join with us in the belief that radio is far more than a mere medium of entertainment. To them, Radio—through WLS—means friendship and service first.

A Few Excerpts from Letters of Grateful and Appreciative Recipients

It is gratifying to us in hospital work to know that the great resources of Station WLS are to be used for the very worthy program of furnishing wheel chairs to crippled children.
Silver Cross Hospital
Joliet, Illinois

You are fulfilling a distinct public service in presenting to the radio public your Christmas Neighbors Club project.
Norwegian-American Hospital
Chicago

This is a splendid piece of work you are doing. . . We have really so few gifts of this nature.
Edward W. Sparrow Hospital
Lansing, Michigan

We wish to express our deep appreciation of this gift and your interest in the work of the James Whitcomb Riley Hospital for children. These chairs will meet many urgent needs throughout the days to come.
Indiana University Medicine Center
Indianapolis, Indiana

Hundreds of little children will benefit and be aided towards recovery by means of this gift.
Oak Park Hospital
Oak Park, Illinois

This gift will be in service for many years to come and will be enjoyed by the many children who come in and out of this hospital.
Luther Hospital
Eau Claire, Wisconsin

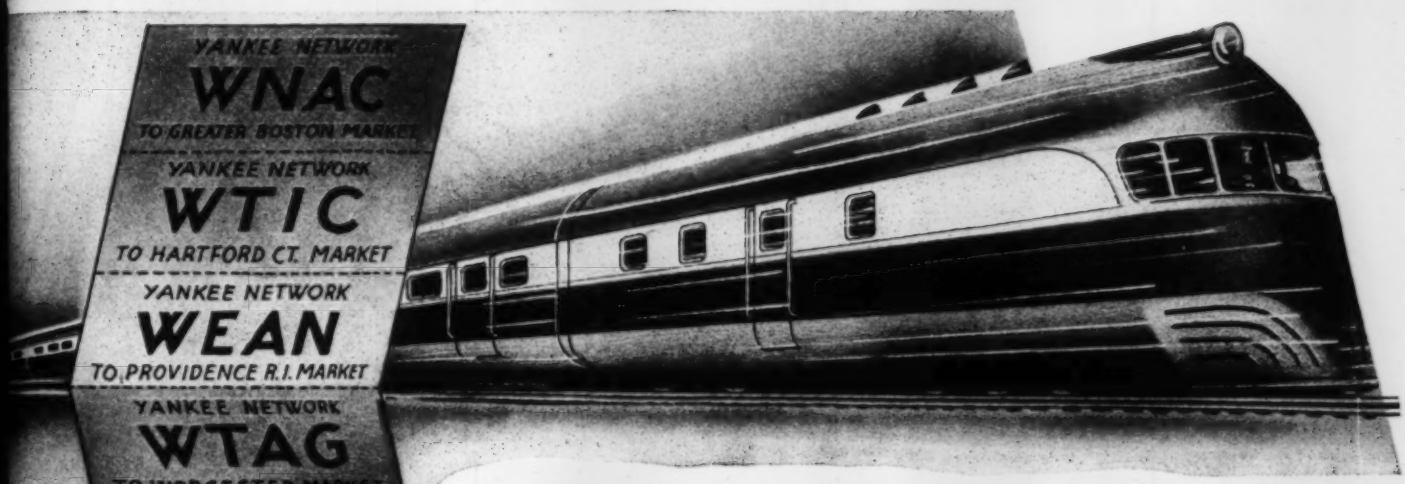
WLS is the only station I know which has the interest of the sick children at heart.
Mercy Hospital, Chicago

870 KILOCYCLES 50,000 WATTS

WLS

THE PRAIRIE FARMER STATION, CHICAGO

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*



YANKEE NETWORK
WNAC
TO GREATER BOSTON MARKET

YANKEE NETWORK
WTIC
TO HARTFORD CT. MARKET

YANKEE NETWORK
WEAN
TO PROVIDENCE R.I. MARKET

YANKEE NETWORK
WTAG
TO WORCESTER MARKET

YANKEE NETWORK
WICC
TO {BRIDGEPORT / NEW HAVEN} MARKETS

YANKEE NETWORK
WNLC
TO NEW LONDON MARKET

YANKEE NETWORK
WCSH
TO PORTLAND ME. MARKET

YANKEE NETWORK
WLBZ
TO BANGOR ME. MARKET

YANKEE NETWORK
WFEA
TO MANCHESTER N.H. MARKET

YANKEE NETWORK
WSAR
TO FALL RIVER MARKET

YANKEE NETWORK
WNBH
TO NEW BEDFORD MARKET

YANKEE NETWORK
WLLH
TO {LOWELL / LAWRENCE} MARKET

YANKEE NETWORK
WRDO
TO AUGUSTA ME. MARKET

Your Money-Saving Commutation Ticket to New England Markets

FOURTEEN major trading areas comprise the vast, active and prosperous New England market region.

To reach these points singly involves a heavy expenditure in money and time. Covering them simultaneously offers a material economy.

The Yankee Network provides complete, effective coverage as its fourteen popular local stations transmit your sales messages to a tremendous audience in each of the various trading areas. No other group of stations furnishes New England-wide coverage, with direct local coverage of key markets, at any cost.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

lished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Station WBRE Joins NBC Networks!

Rich Pennsylvania trading zone becomes new gold mine for advertisers through favorite local's affiliation with NBC!

Beginning January 30th, 1938, Station WBRE will be equipped to offer the services of NBC's basic Red or Blue Networks to advertisers in the rich Wyoming Valley.

In operation since 1924, WBRE is the 144th station to bring the facilities of the great NBC Red and Blue Networks to advertisers and audiences.

Operating on 1310 kilocycles with 100 watts power. A new RCA transmitter will soon be installed . . . a new 180-foot vertical antenna already is in operation.

The station serves an unusually large trading zone because of its highly strategic location. Wilkes-Barre has a population of 86,626 (1930 census). Scranton, with a 1930 population of 143,433, is only 16 miles away. The area blanketed by Station WBRE covers the rich Wyoming Valley, which has a normal trading zone population of 344,587. The estimated circulation of Station WBRE is 98,355 radio families.

Remember the Date

JANUARY 30, 1938!

WBRE

WILKES-BARRE, PA.

NBC Basic Red and Blue Networks

...and *this* is news!

You expect many Columbia Network *sustaining* programs to originate in Washington—over WJSV, the most powerful and most popular station in the Nation's Capital.

But when a *commercial* series is fed to a nation-wide network from Washington, that's news! It's never been done before by *any* Washington station over *any* network! Starting January 24th, *Barbasol's* Arthur Godfrey-John Salb show goes CBS—with the program originating at WJSV, the station which originally created this popular feature (WJSV also built "Professor Quiz", now on CBS for Nash-Kelvinator).

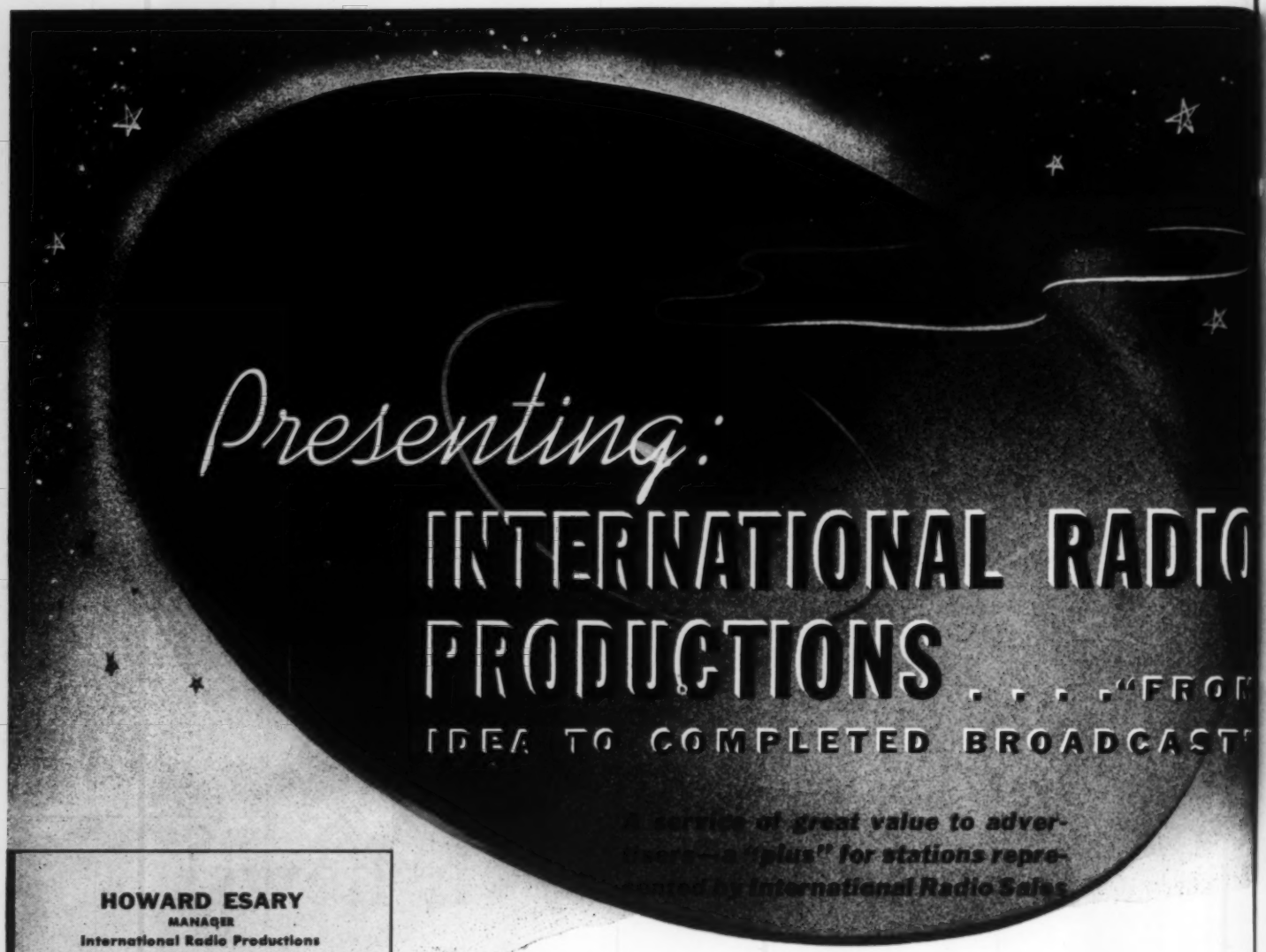
It's another first for WJSV—a station that's famous for firsts: first in popularity—in a city that's first in "carriage trade", first in "spendable money".

Washingtonians like the kind of programs they hear over WJSV and they like the ease with which this powerful station can be heard. No wonder that WJSV carries a greater volume of business than any other Washington station—including a greater volume of *non-network* business. No wonder that 80% of the current schedules are renewals!

When you have good merchandise to sell, give thought to Washington—a mighty market. And to WJSV—the one station that can carry your message to most of Washington's radio homes. Washington has money to spend—*now!*

WJSV

WASHINGTON, 10,000 WATTS. Owned and operated by COLUMBIA BROADCASTING SYSTEM.
Represented by RADIO SALES: NEW YORK, CHICAGO, DETROIT, BIRMINGHAM, LOS ANGELES, SAN FRANCISCO


Presenting:
INTERNATIONAL RADIO
PRODUCTIONS . . . . "FROM
IDEA TO COMPLETED BROADCAST"
A service of great value to adver-
tisers—a "plus" for stations repre-
sented by International Radio Sales

HOWARD ESARY
MANAGER
International Radio Productions
Hollywood

ED HARVEY
EASTERN MANAGER
International Radio Productions
New York

NOW REPRESENTING:

WCAE	Pittsburgh
WBAL	Baltimore
WISN	Milwaukee
KOMA	Oklahoma City
KTSA	San Antonio
WINS	New York
KNOW	Austin
WACO	Waco
KEHE	Los Angeles
KYA	San Francisco
WLS	Chicago
KOY	Phoenix

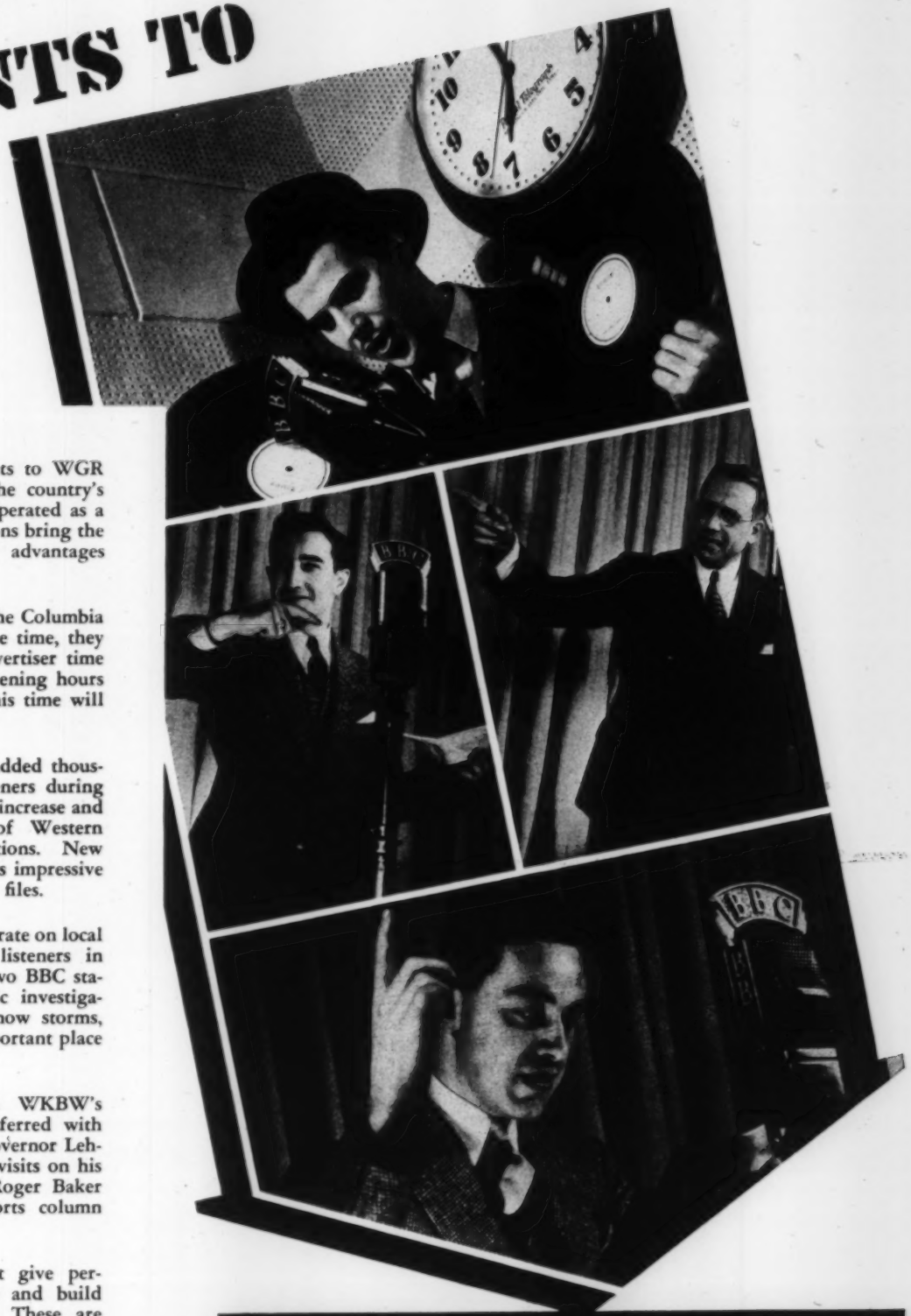
● International Radio Sales makes available, through International Radio Productions, a transcribed program service which ranks with the best in the field. Located in Hollywood, the talent center, International Radio Productions offers advertisers a wide selection of program ideas and talent and quality manufacturing whether they require one-minute spots or half hour shows.

Our sales representatives in all offices are men of mature experience in radio and advertising, well known and highly regarded among agencies and advertisers. International Radio Productions thus completes the cycle of the service they can render, enabling this organization to serve its clients from idea to completed broadcast.

INTERNATIONAL RADIO SALES

NEW YORK • DETROIT • CHICAGO • LOS ANGELES

EVERYTHING POINTS TO



● Again everything points to WGR and WKBW as one of the country's outstanding radio buys. Operated as a single unit, these two stations bring the national spot advertisers advantages unique in the industry.

WGR and WKBW carry the Columbia basic network. At the same time, they offer the national spot advertiser time at peak day and night listening hours and they *guarantee* that this time will not be changed.

WGR and WKBW have added thousands of new habitual listeners during the past year with a power increase and complete modernization of Western New York's pioneer stations. New coverage maps showing this impressive increase should be in your files.

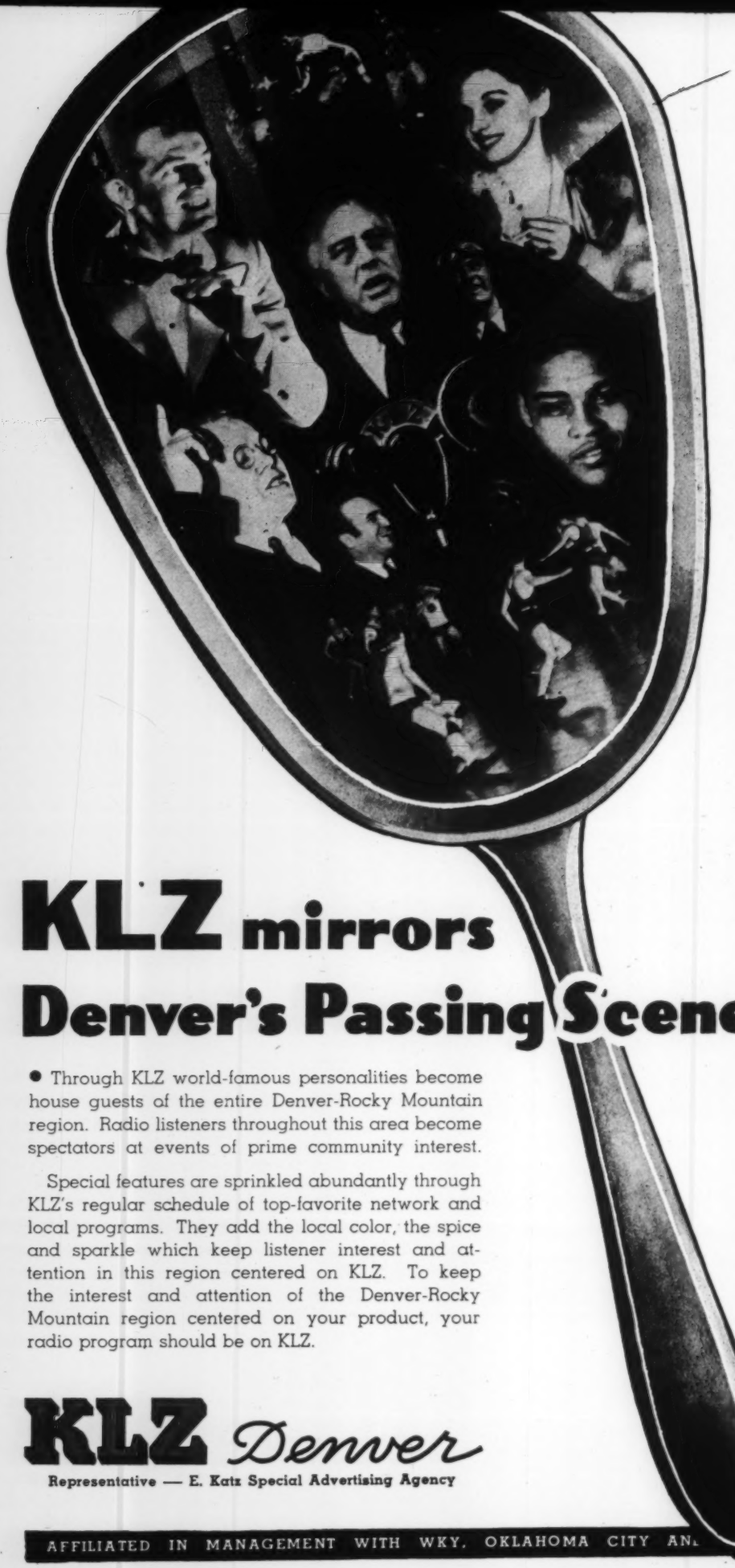
WGR and WKBW concentrate on local programs of interest to listeners in the primary areas of the two BBC stations. Sports, councilmanic investigations, floods, paralyzing snow storms, local news—all find an important place on the schedules.

Within the past month WKBW's Leston P. Faneuf has conferred with President Roosevelt and Governor Lehman and has discussed his visits on his local newscasts. WGR's Roger Baker edits the oldest local sports column in the country.

These are the things that give personality to radio stations and build loyal listening audiences. These are the things that BBC offers you at a cost per listener that assures any campaign of success.

BUFFALO BROADCASTING CORP.

BBC



KLZ mirrors Denver's Passing Scene

• Through KLZ world-famous personalities become house guests of the entire Denver-Rocky Mountain region. Radio listeners throughout this area become spectators at events of prime community interest.

Special features are sprinkled abundantly through KLZ's regular schedule of top-favorite network and local programs. They add the local color, the spice and sparkle which keep listener interest and attention in this region centered on KLZ. To keep the interest and attention of the Denver-Rocky Mountain region centered on your product, your radio program should be on KLZ.

KLZ *Denver*

Representative — E. Katz Special Advertising Agency

PARTIAL LIST OF BROADCASTS OF PERSONALITIES AND EVENTS ORIGINATED BY KLZ IN 1937

(Not Including Network)

PERSONS

President Roosevelt—Remote pick-up from Cheyenne, Wyoming.

William A. Green, president of A. F. of L.—Address; fed to CBS.

Harry W. Colmery, national commander of American Legion—Memorial Day address; fed to CBS.

Dr. T. Z. Koo, noted Chinese economist and one-time representative at League of Nations—Interview.

Joe Louis, world's heavyweight champion—Interview from private railroad car.

Sir George Paish, British economist—Interview.

Maj. E. Douglas Booth—British Economist—Interview.

Rosa Tentoni, Metropolitan Opera star——Interview.

Homer Rodeheaver—Conducting community sing.

Elaine Barrie (Barrymore)—Interview.

Prof. J. C. Jensen, head of American Association for the Advancement of Sciences—Interview.

Watson Davis, director of Science Bureau—interview.

Dr. H. H. Nininger, astronomical expert—Interview.

Dr. F. R. Moulton, secretary of the American Association for the Advancement of Science—Talk.

Dick Merrill and Jack Lambie, Trans-Atlantic fliers—Interview.

Fred Waring and Wilberforce Whiteman, Paul Whiteman's father. Interview.

Jan Cherniavsky, noted pianist—Interview.

Art Goebel, noted flyer—Broadcast from plane to ground.

Ham Fisher, creator of Joe Palooka—Interview.

Rubinoff and His Violin—Interview.

Billy Rose, showman—Interview.

Ellsworth Vines and Bruce Barnes, tennis stars—Interview.

EVENTS

A. A. U. Basketball Tournament—Play-by-Play account.

Ski Meet and Snow Carnival—Remote pick-up from Aspen, Colorado.

Easter Sunrise Service—Remote pick-up from Denver City Auditorium.

Mass Poetry Reading by 100 Olinger Highland Boys.

United Airlines Banquet with Col. Roscoe Turner commemorating inauguration of direct service.

Trans-Mississippi Golf Tournament—Remote pick-up from Cherry Hills Country Club.

Elk's Convention Parade

Colorado State Penitentiary Broadcast—Remote pick-up from Canon City, Colorado.

Football Games—Play-by-play broadcast of Rocky Mountain Conference games.

Campus Review—Remote broadcasts from campuses of state colleges.

A. F. of L. Convention—"Big name" newshawks covering convention engage in round-table discussion before KLZ microphone.

KLZ Christmas Giving Party—Kid show to obtain contributions for city's poor.

Christmas Midnight Mass—Remote pick-up from Cathedral of Immaculate Conception.

Christmas Choral Music—Church and school choirs aired and fed to P. A. systems in downtown area.

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY AN[illegible] E OKLAHOMA PUBLISHING COMPANY

FROM POLL..TO POLL..TO POLL

It's NBC AGAIN!

Year-end Polls of Important Publications Elect Programs on NBC Networks FIRST IN AMERICA

REVIEWING the year 1937 in radio, independent polls show a huge landslide for the star programs and personalities which go out to America's Radio Homes over the NBC Blue and Red Networks—the programs from "BROADCASTING HEADQUARTERS"!

So overwhelming is the preference shown by both radio editors and the vast radio audience that no doubt remains as to WHAT listeners like—or WHERE these preferred programs come from!

In the three latest nation-wide Popularity Polls, NBC Network Programs scored as follows:

DAILY NEWS POLL
readers of leading papers in 39 leading cities, coast to coast
1st FOUR, *and* SEVEN OUT OF 1st TEN!

RADIO DAILY POLL
editors and critics, coast to coast
1st FIVE PROGRAMS, *and* SIX OUT OF 1st TEN!
1st SEVEN PERSONALITIES, *and* EIGHT OUT OF 1st TEN!

FAME-MOTION PICTURE DAILY POLL
four hundred leading radio editors, coast to coast
1st FIVE, *and* SEVEN OUT OF 1st TEN!

From such a vote, NBC faces 1938 with the determination that this fine precedent shall be repeated—or bettered—on the Blue and Red Networks. In January, 1938, advertisers launched twenty new program series on NBC Networks. This is an auspicious beginning... it will be backed up by NBC's fine sustaining and feature programs broadcast in the public interest.

"BROADCASTING HEADQUARTERS"

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

NEW YORK CHICAGO SAN FRANCISCO HOLLYWOOD

Jack—Here's a list of WGAR local and national spot accounts in 1937. Those boys out there in Cleveland must be doing a job. Better add this station to our 1938 schedule. They're CBS now, you know.
L. G. S.

1937 ACCOUNT LIST

RADIO STATION WGAR

CLEVELAND

n F. Patt, Vice Pres. & Gen. Mgr.

ard Petry & Co., Natl. Reps.

★ LOCAL ACCOUNTS ★

AMUSEMENTS
- Alpine Exposition Company
- Cleveland Hockey Club
- Hanna Theatre
- Manhattan Theatre
- Metro-Goldwyn-Mayer
- National Air Races
- North Randall Trotting Club
- Warner Brothers Theatres

AUTOMOTIVE
- Cadillac Motor Sales Company
- Cleveland Dodge Dealers
- Cleveland Motor Sales (Willys)
- Dowd-Feder, Inc. (Chrysler-Plymouth)
- Grismer-Perkins (Lincoln-Ford)
- Horn, S. L. Company
- Hoffman Tire Company
- McDonough Motors (De Soto Distributors)
- Ohio Buick Co. (Distributors)
- Schmunk, R. J. Co. (Hudson-Essex Distributors)
- Studebaker Sales Company
- Ward, P. R. Company (Auburn Distributors)
- Williams, Birkett L. Co. (Ford)

BEVERAGES
- Carling's Ale
- Distillata
- Erin Brew
- Leisy's Beer
- Lubeck Beer
- P. O. C. Beer

COSMETICS — DRUGS — BEAUTY SHOPS
- Beauty Court
- Blis-To-Sol
- Bonne Belle Cosmetics
- Janie Lincoln Cosmetics
- Naso Beauty Shoppe
- Ret

GASOLINES — OILS
- Canfield Oil Company
- Carload Refiners
- Hickok Oil Company
- Pocahontas Oil Company
- Standard Oil Company
- Texas Distributing Company

CLOTHING
- Ames Company (Women)
- B. R. Baker Co. (Men and Boys)
- Becker-Holzworth, Inc. (Men)
- Bartunek's (Men)
- Conformal Shoes
- I. J. Fox (Furs)
- K-B Co. (Men and Women)
- Kanter Quality Clothes (Men)
- Liberty Fur Company
- Lyon Tailoring Company (Men)
- Movieland Fur Company
- Newman-Stein Clothing
- Ohio Clothing Company (Men)
- Rosenblum's (Family)
- Selby Shoes
- Zipp's Clothing House

DEPARTMENT STORES
- Bailey Company
- May Company
- Sears-Roebuck Company
- Wm. Taylor Son & Co.

EDUCATIONAL
- Baldwin-Wallace College
- John Marshall Law School
- Kenyon College
- Leroy, P. J. (Piano Lessons)
- Muskingum College
- Spencerian College
- Western Reserve University

ELECTRICAL APPLIANCES
- Cleveland Electrical League
- Graybar Electric (Kelvinator)
- Kelvin Homes
- Ohio Washing Machine Co.
- Scott & Fetzer (vacuum cleaners)
- Smith, B. W. Co. (Fairbanks-Morse)
- Strong-Carlisle & Hammond (Philco and Norge)
- United Vacuum Cleaner Stores

FINANCIAL INSTITUTIONS
- Citizen's Federal Savings & Loan
- Continental Industrial Bank
- Morris Plan Bank
- Second Federal Savings & Loan
- Women's Federal Savings & Loan

FOOD DEALERS AND FOOD PRODUCTS
- A. & P. Food Stores
- Athenian Cafe
- Chandler & Rudd Co. (grocers)
- Cleveland Hot House Assoc.
- East 105th Street Market
- Edwards Food Stores
- Fisher Brothers Food Stores
- Hale Food Products
- Haserot Company (coffee)
- Laub Baking Company
- Neal Fruit Farms
- Noss Pretzel Company
- Regnatz Restaurant
- Tebbett Ice Cream Co.
- Theurer-Norton Provision Co.
- Tom White Fruit Farm

HOUSE FURNISHINGS
- Bing Furniture Company
- Clifton Furniture Company
- Sun Radiator Cover Corporation
- Venetian Blind Co. of America
- Watkins Furniture Company

INSTITUTIONAL PROMOTIONS
- Al Sirat Grotto
- American Legion
- Cleveland Grays
- Fenway Hall, Inc.
- Food Chemists Educational Institute
- Hollenden Hotel
- Jewish War Veterans
- K. of C. Advocate
- Loyal Order of Moose
- Mayfair Casino
- Midway Night Club
- National Children's Exhibition
- Shillers Longview Haven
- Slovenian National Benefit Association
- Statler Hotel
- Trianon Ball Room
- Western Reserve Kennel Club

JEWELERS — OPTICIANS
- Buhl Optical Company
- Burt's, Inc.
- Jones Optical Company
- T. E. Miersch

MISCELLANEOUS
- Dr. Florence Blodgett
- Cigarette Service Co.
- City Ice and Fuel Co.
- Cleveland Florists Association
- Cleveland Life Underwriters
- Cleveland Vocational Bureau
- Cleveland Wall Paper Style Show
- Community Memorial Parks
- Eaton Manufacturing Company
- Electric Sewer Cleaning Co.
- Elliott & Evans (Electrolux and Quality Ranges)
- Fromme Scalp Specialists
- Fuller Dry Cleaning Co.
- Hanna Typewriter Exchange
- Hickman-Williams & Co. (coke)
- Koller Bros. Company
- Lamp Carpet Cleaning Co
- Menk Brothers Laundry
- Neal Storage Company
- Ohio Bell Telephone Company
- Scott Laundry
- George Sharer (Mortician)
- Valuation Service (real estate)
- Wirtshafter's Printing Co.
- Wurlitzer's

NATIONALITY GROUPS
- Bohemian
- Croatian
- Czech
- Hungarian
- Polish
- Slovak
- Slovenian

PAINTS — CLEANERS
- Billings-Chapin Co. (paints)
- Nu-Enamel Company
- Sherwin-Williams Company

POLITICAL
- Amalgamated Clothing Workers
- Bretz for Mayor Committee
- Burton for Mayor Committee
- Car Riders Protective Ass'n.
- Celebrezze Campaign Committee
- Citizens School Board Committee
- Civil Service Pension Commission
- Cleveland Bar Association
- Cleveland Federation of Labor
- Committee on Arrangements (labor)
- Communist Party
- County Welfare Levy
- Crusaders
- Cuyahoga County Bar Ass'n.
- Cuyahoga County Tax Levy
- Democratic Executive Committee
- Fisher Body Union
- Greater Cleveland Co-op. Association
- International Ladies' Garment Worker's Union
- Judiciary Bar Committee
- Labor Non-Partisan League
- National Union for Political Action
- Peoples Socialist Conference
- Steel Worker's Organizing Committee

RELIGIOUS PROGRAMS
- Brooklyn Tabernacle
- Hough Avenue Baptist Church
- Old Stone Church
- St. Paul's Shrine
- Trinity Cathedral

TRANSPORTATION
- Cleveland Railway Company
- Lake Shore Electric
- Yellow Cab
- Zone Cab

★ NATIONAL ACCOUNTS ★

AUTOMOBILES — GASOLINES
- American Oil Company
- Buick
- Chevrolet
- Chrysler
- DeSoto
- Dodge
- Plymouth
- Pontiac
- Socony Vacuum Oil Company
- Willys-Overland

COSMETICS — DRUGS
- Admiracion Laboratories
- Aristo Laboratories
- Beaumont Laboratories
- B-C Remedy
- Bernard's Perfumer
- Bristol-Meyers
- Cal-Aspirin
- California Syrup of Figs
- Carter Medicine Co.
- Crazy Water Crystals
- Cystex
- Dr. Miles Laboratories
- Dr. Caldwell's Syrup Pepsin
- Drene
- Drezma
- Emerson Drug Company
- Health Products
- Ironized Yeast
- Kosmet Laboratories
- Krane Products
- Lovely Lady, Inc.
- Lydia Pinkham Company
- McKesson Products
- Minit Rub
- Northwestern Yeast
- Ourine Company
- Pluto Water
- Pursang
- Rabin Company
- Rel
- Rem
- Smith Bros. Cough Drops
- Tastyeast
- Varady of Vienna
- Vick Chemical Company
- Volupté, Inc.

FOOD PRODUCTS
- American Pop Corn
- Bay State Fisheries
- Bunte Candies
- Campbell Cereal Company
- Capitol City Products
- College Inn Foods
- Curtiss Candy Company
- General Baking Company
- General Foods
- Gulden Company
- Hecker H. O. Products
- Iustrite Company
- Kellogg Company
- Lakeside Biscuit Company
- Lea & Perrins Company
- Morton Salt
- Mueller's Chicory
- Naughton Farms
- Olney and Carpenter, Inc.
- Rival Dog Food
- Spry
- Standard Brands
- Stokely, Van Camp
- Swift and Company
- Treesweet Orange Juice
- Vimm
- Wander Company
- Westgate Sea Products

MAGAZINES
- Look
- Woman's Home Companion (foods)
- Woman's Home Companion (styles)

MISCELLANEOUS
- Associated Distributors, Inc.
- Bulova Watch
- Clopay, Inc.
- Educational Games Distributing Company
- Elgin Watch
- Gardner Nurseries
- Gartner Mattern Company
- Glass Container Association of America
- Longines Watch
- Martin Rosenberger Company
- Modern Knitting Mills
- National Optical Stores
- New Departure Mfg. Co.
- Nu-Tone Chimes
- North American Accident Insurance
- Numismatic
- Remington Rand Typewriters
- RCA Manufacturing Co.
- Roy Toy Company
- Samuels Stores

RELIGIOUS PROGRAMS
- Father Charles E. Coughlin
- Lutheran Laymen's League
- Watchtower

SOAP PRODUCTS
- Fels Naptha
- Lever Bros.
- P & G

SHOES
- Central Shoe Company
- General Shoe Company

TOBACCO — CIGARETTES
- Charles Denby Cigars
- R. G. Dun Cigars
- San Felice Cigars
- Twenty Grand Cigarettes

TOTALS: 189 LOCAL ACCOUNTS, 109 NATIONAL ACCOUNTS

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 3 WASHINGTON, D. C., FEBRUARY 1, 1938 $3.00 A YEAR—15c A COPY

General Support of NAB Plan Foreseen

By SOL TAISHOFF

Biggest Convention in History Meets Feb. 14-16 to Act on Complete Reorganization of Trade Group

AFTER several years of smouldering resentment against their trade association, incited by purported lack of activity in essential pursuits, the largest group of broadcasters ever to assemble under one top will convene in Washington Feb. 14-16 for the 16th annual convention of the NAB to vote on a broad plan of reorganization under which the trade association would be made over in its entirety.

With an outstanding figure proposed as "paid president" to head the organization, and with a staff of a half-dozen specialists to assist him, the NAB would become an aggressive unit, to fight radio's battles on the entire national front. There hasn't been even a semblance of opposition to the basic plan since the final reorganization report was submitted to the membership a fortnight ago. Thus it is anticipated that the plan will be swept into operation promptly and that as soon as the final gavel sounds, the processes of revision will begin.

Heavy Registration

The heaviest advance registration in NAB history is reported by Edwin M. Spence, general chairman of the convention committee. As BROADCASTING went to press there were more than 220 delegate registrations, with two weeks still to go. The normal attendance of voting delegates is about 275, and the gross attendance at each of the last two conventions was about 800.

Who the "Number 1" figure will be, assuming adoption of the plan, is a major topic of conversation in radio circles. While names have been mentioned, the fact that the appointment cannot be made until the old order is eliminated, and the new board takes office, has rendered speculation both premature and risky. A great number of names—from cabinet members through Senators and including executives of trade associations—have been broached, but only in preliminary fashion.

Because the NAB will be an organization without an executive head as soon as the new plan is voted, it is likely there will be an interim appointment. Members of the Reorganization Committee which drafted the plan, and certain strong broadcasters, have urged that Philip G. Loucks, Washington attorney, who for five years, was the NAB managing director, be drafted for this temporary appointment as acting president, or possibly advisory counsel, to serve from three to six months or until the new executive is selected.

Mr. Loucks is counsel for the Reorganization Committee, which was designated at a special NAB convention in New York last October, when it appeared that the NAB was slated for disintegration unless prompt steps were taken. He outlined the reorganization plan finally submitted, and is highly regarded throughout the industry. A strong movement for his appointment to the top post on a permanent basis has developed, but he has informed his sponsors that he prefers not to give up his law practice.

For the other executive post—that of secretary-treasurer—only a few names have been considered. Like that of president, this portfolio is to be filled by the incoming board. During the last few days, spontaneous support has developed for the appointment of Mr. Spence, veteran broadcaster formerly identified with WPG, Atlantic City, and WBAL, Baltimore. Now chairman of the convention committee, a post in which he has served a number of years, and one of the NAB organizers, he has long been active in the organization's affairs. Several other names, including those of certain government officials have been mentioned for this post, which would be the administrative position under the president, who would be the policy-making official.

The office of managing director, under the proposed reorganization, would be abolished. James W. Baldwin, the incumbent who succeeded Mr. Loucks and who has served three years, has made no formal announcement regarding his plans. Whether he remains with the NAB depends upon the action of the incoming board of 23 members.

The tentative program devised by Messrs. Loucks, Baldwin and Spence calls for action on the reorganization plan immediately following the formal opening speeches. Unusual interest attaches to these speeches since Senator Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee charged with radio legislation, and chairman Frank R. McNinch, of the FCC, will make their first "face-to-face" appearances before the broadcasters.

An indication that Chairman McNinch will speak primarily on the subject of programs already has been given. Moreover, it is anticipated that he plans to invite broadcasters to ask him questions as to

Tentative Agenda for NAB Washington Convention . . .

TENTATIVE plans for 16th annual convention of the NAB, at the Willard Hotel, Washington, Feb. 14-15 and 16, as announced by Convention Chairman Edwin M. Spence, are as follows:

Monday, Feb. 14

Convention will be called to order by President John Elmer, WCBM, Baltimore, at 9:30 a. m. Address of welcome will be by Commissioner George Allen of Washington. President Elmer then will deliver his address. The first guest speaker will be Senator Burton K. Wheeler, of Montana, chairman of the Senate Interstate Commerce Committee. FCC Chairman Frank R. McNinch will then address the convention, and is expected to invite questions from broadcasters. This address will be followed by the report of James W. Baldwin, managing director.

Next order of business will be that for which the convention was called—reorganization of the association as proposed in the report of the Reorganization Committee, designated at the special convention in New York in October. If the plan is adopted, following expected discussion, the session will be recessed to permit the 17 new districts to elect their members of the incoming board.

Assuming adoption of the plan, the district directors, elected for two-year terms, will report and be installed, after which they will caucus as a nominating committee, to bring in a slate of 12 candidates for the six directorships at large—two each representing large stations, medium stations and small stations, based on power. Election of these directors will follow.

Tuesday, February 15

Completion of reorganization business and discussion, if vote has not been taken by that time. Address by T. A. M. Craven, member of FCC, probably on plans for broadcast reallocation and related subjects.

General discussions on problems of industry, as raised in addresses of Senator Wheeler and Chairman McNinch. Consideration of other unscheduled business.

At 7 p. m., the annual NAB banquet will be held in the Willard ballroom. The speaker of the evening is expected to be Hon. Bruce Barton, chairman of the board of Batton, Barton, Durstine & Osborn Inc., and newly-elected Republican member of Congress from New York. Entertainment by nationally-known radio artists will be presented by courtesy of the networks.

Wednesday, Feb. 16

Final day will be devoted to unfinished business, including action on formal resolutions, reports of the Engineering Committee, State Committee, Joint Committee on Radio Research and Sales Managers.

Following adjournment, the new board of directors will convene. Its first order of business, if the reorganization plan is approved, will be that of naming an executive officer—probably an interim appointee until such time as the proposed new "paid president" can be retained. It also is authorized, in addition to naming of the paid president, to elect a secretary-treasurer as administrative officer.

tor Wheeler, who has been an outspoken critic of "monopolies," superpower and newspaper ownership of stations, logically is expected to discuss these subjects.

Chairman McNinch will read a letter of greeting from President Roosevelt.

Commissioner T. A. M. Craven on the afternoon of Feb. 15, will deliver an address, and presumably cover the allocations outlook in the light of the agreement worked out at the Havana conference late last year—an agreement which he was largely instrumental in effecting as chairman of the American delegation.

The guest speaker at the annual banquet Feb. 15 is expected to be Bruce Barton, new Congressman from New York, and chairman of the board of Batten, Barton, Durstine & Osborn. Already taken to official Washington's bosom as one of its wittiest after-dinner speakers, the publicist-legislator is expected to speak on a combination of advertising and politics.

Under present plans, the convention will be closed except to NAB members. Because of the serious nature of the business, the agenda has been trimmed to the speakers and to the subject of reorganization, with other topics to be scheduled following the addresses of the principal speakers—Messrs. Wheeler, McNinch and Craven—whose statements are expected to give rise to considerable debate. The third day—Feb. 16—will be given over to committee reports, activities of the sales manager's group and other unfinished business.

Immediately following the Wheeler and McNinch addresses and the report of Managing Director Baldwin, the business of the convention will begin. The report of the reorganization committee will be presented either by Edwin W. Craig, vice-president of WSM, Nashville, author of the resolution which precipitated the reorganization, or by Mr. Loucks.

Election of Directors

Discussion will ensue. No strong opposition has been indicated. Assuming the reorganization resolution carries, the order of business will be to elect the new board of directors. The present board and all its officers relinquish their posts at that time. Mr. Baldwin, as managing director, likewise would step out. The reorganization plan proposes that he be paid for a full year, or until June, and that his office be abolished coincident with the adoption of the plan. Mr. Baldwin's administration has been the source of much criticism, notably in connection with the recent musician's employment situation.

Election of the directors by station members from the 17 districts into which the country would be divided would take place at district caucuses to occur immediately following action on the plan. Each district would name a director to serve two years. These directors would be inducted into office at the next session—presumably on the morning of Feb. 15—after which they would meet as a nominating committee and nominate 12 men, of whom six would be elected directors-at-large for one-year terms.

Facsimile's Future—*An Editorial*

INTENSE interest is being displayed in facsimile. It appears to have latent possibilities as a visual adjunct of sound broadcasting. These are well known to broadcasters who have participated in or kept pace with the laboratory development over the years. Whether it is a sound venture; whether it will win public favor, only time will tell. That's the reason for the current experimentation on regular broadcast frequencies —to get public reaction on the basis of the better mouse-trap theory.

Even though the subject is rather nebulous, and the future uncertain, we think it wise that broadcasters take steps to insure exhaustive study on a coordinated basis, and also to plan for the future. A commendable move in this direction is advocated by Walter J. Damm, WTMJ managing director, former NAB president and one of the leaders in broadcasting. He proposes an Association of Facsimile Broadcasters, and he proposes that it be organized promptly—at the convention of the NAB this month.

With his idea we heartily concur. By organizing now, plans can be laid to avoid the obstacles that have been thrown in the path of aural broadcasting by groups demanding tributes for every imaginable purpose. As in the case of every new development, there will be fly-by-nighters who will try to elbow in. And there will be problems on clearance of material for transmission, basically pictures and news reports. No individual facsimile broadcaster will be able to cope with such problems. Intelligent, coordinated action will be essential.

Facsimile has been pioneered by broadcasters. If it proves entirely feasible it will be an auxiliary broadcasting service. Broadcasters should protect their future interests as well as their present ones.

THE ICE WATER
Treatment Is Proposed for Recording Groups

TO OFFSET the efforts of certain groups of recording artists to collect tribute from radio, a "Ban 'Em From the Air Club" is in process of formation, and may crystallize during the NAB Convention in Washington Feb. 14-16.

Inspired by William B. Dolph, manager of WOL, Washington, the club members—all stations—would agree not to perform the recordings of orchestra leaders or artists who subscribe to the policies of the groups seeking to collect royalties for phonograph record renditions, and perhaps also to refuse their remote sustaining broadcasts from the networks.

He advances the view that radio largely has built up these name bands and performers, and that if they don't want their works performed, then radio should cooperate.

Yankee Gets Facsimile

AUTHORITY TO operate a high frequency experimental facsimile station with 5,000 watts power was granted the Yankee Network, Boston, Jan. 28 by the FCC. Simultaneously, it granted the Yankee Network a license to cover a construction permit authorizing removal of a high frequency experimental broadcast transmitter to Mt. Washington, N. H., where the facsimile transmitter will be located. The facsimile station will operate on 41,000 kc.

*Experimental Facsimile Broadcast Stations

(Authorized by FCC as of January 1, 1938)

AUTHORIZED TO USE REGULAR BROADCAST BAND
(Midnight to 6 a. m.)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WGH	Hampton Roads Broadcasting Corp. Newport News, Va.	1310	100
WHO	Central Broadcasting Co. Des Moines, Ia.	1000	50,000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50,000
KSTP	National Battery Broadcasting Co. St. Paul, Minn.	1460	10,000
KFBK	McClatchy Broadcasting Co. Sacramento, Cal.	1490	5,000
KMJ	McClatchy Broadcasting Co. Fresno, Cal.	580	1,000
KSD	Pulitzer Publishing Co. St. Louis, Mo.	550	1,000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50,000
	SHORT WAVES		
W1XMX	The Yankee Network Inc. (WNAC-WAAB)	41000	500
W7XBD	Oregonian Publishing Co. (KEX-KGW) Portland, Ore.	1614, 2398, 3492.5	1,000
W2XR	Radio Pictures Inc. New York City	1614, 2012, 2398, 23100 41000, 86000-400000	1,000
W9XAG	The Journal Co. (WTMJ) Milwaukee, Wis.	1614, 2398, 3492.5 4797.5, 6425, 8655	1,000
W9XAF	The Journal Co. (WTMJ) Milwaukee, Wis.	41000	500

*Companies manufacturing facsimile equipment: Finch Telecommunications Laboratories, 37 W. 57th St., New York City (W. G. H. Finch); Fulton Facsimile Corp., 342 Madison Ave., New York City (John T. Parkinson); Radio Pictures Inc., 730 Fifth Ave., New York City (John V. L. Hogan); International Business Machines Co., Radiotype Division, 95 Madison Ave., New York City (Walter Lemmon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).

Facsimile Stations Plan Organization
Walter Damm Backs Move to Form Cooperative Group

FORMATION of an association of facsimile broadcasters to interchange information on development of the prospective new visual radio art and devise plans for coping with its ultimate economic problems, will be undertaken by Walter J. Damm, managing director of WTMJ, Milwaukee, and former NAB president, during the NAB convention in Washington Feb. 14-16.

Mr. Damm

One of the first broadcasters to engage in facsimile experimentation, dating back some five years ago, Mr. Damm disclosed his plan coincident with his announcement that WTMJ would intensify its facsimile experimentation as soon as it procures new equipment, planning to operate five hours at night and intermittently during the day on both broadcast and high frequencies. An application for authority to transmit facsimile experimentally on WTMJ's regular broadcast channel of 620 kc. is pending, using RCA.

Coordinated Action

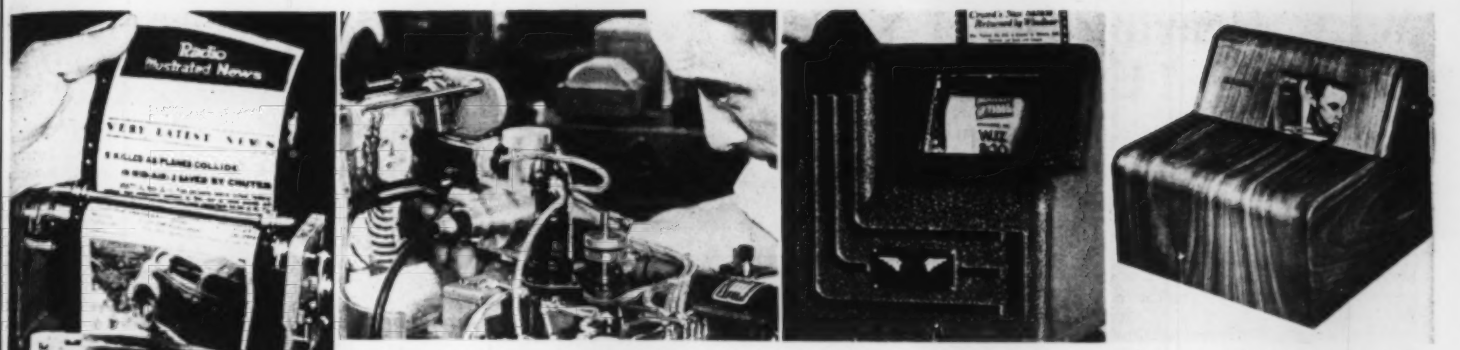
The proposed association, designed to embrace only those stations engaged in facsimile experimentation, would have regular meetings and, in addition to interchanges of development information, would also plan future procedure, with the view of avoiding the pitfalls which have confronted aural broadcasting in the form of demands from various groups for tribute. Problems involving clearance of pictures and of news for facsimile transmission also would be encountered.

This association would look to the day when the experimental restriction on facsimile might be lifted, provided the research now being undertaken, with the blessing of the FCC, proves entirely feasible. The organization would be basically non-technical, with its membership including owners and executives of stations.

A meeting of holders of facsimile licenses will be called by Mr Damm during the NAB convention for the purpose of setting up the organization.

Discussing his own plans, Mr. Damm said that WTMJ plans an extensive operating schedule in facsimile. In addition to the projected operation on its regular channel from 1 a. m. to 6 a. m. nightly he said there would be shortwave transmissions in the medium band of 1600 kc. and in the ultra-high frequency band of 31,000 kc. during the day. A minimum of 50 facsimile receivers will be installed in Milwaukee and its environs to be supplemented by ultra-high frequency receiving sets.

During the 1 a.m. to 6 a.m. transmissions, approximately 15 feet or 15 pages of 12-inch lengths would be transmitted. A tentative operating budget of about $15,000 a year has been established by the *Milwaukee Journal* station. The experimentation is expected to start within three months, he said, or immediately upon delivery of the RCA equipment.



THE FINCH SYSTEM—One of the two models of home facsimile recorders developed by Finch is shown in action at left, printing a "radio newspaper." Adjoining it is a view of the scanning transmitter, with the electric "pen" in action. Third and fourth photos show the two models of home receivers.

Baird, British Inventor, Plans Color Television

TELEVISION in color will be shown in London within a few months, according to a *London Observer* interview with John Logie Baird, British television inventor. He said it will use mechanical scanners as opposed to the cathode ray scanning system used by the British Broadcasting Corp. in its black-and-white transmissions with Marconi-EMI equipment. Field tests, with transmissions from Crystal Palace to a downtown theater, are now being conducted, he said.

"It is something like the three-color method of printing," Mr. Baird told his interviewer. "I am using blue, green and red, and the picture on the receiver screen is traced out in alternating lines of these three colors. There are 120 lines to a picture, which just brings it within the high-definition category. When the results of these experiments are shown to the public a big screen will be used."

New Stirling Discs

STERLING PRODUCTS Inc., Wheeling (Danderine, Haley's M-O), on Jan. 31 started WBS transcriptions of *Way Down East* on WNAC WFBR WOR WCAE WGAR WGN WHO WBEN WCAU WSB KFI WHAM WFAA. The quarter-hour program will be heard Mondays through Fridays, placed by Blackett-Sample-Hummert Inc., New York.

Orders for New Facsimile Equipment Bring New Interest in Experiments

MOUNTING interest in facsimile, centered largely upon the systems developed by Finch Telecommunications Laboratories and RCA, is reported throughout the industry, with both companies besieged with inquiries from stations and from listeners for information about the purchase of equipment.

Already a dozen stations have ordered facsimile scanners and receiving units. Deliveries now are being made by Finch, and RCA, which only a few weeks ago announced sale of apparatus, is promising deliveries within three months.

Stations authorized to engage in midnight-to-morning experimentation on their regular broadcast frequencies and which have ordered Finch equipment include WGH, Newport News, Va.; KSTP, St. Paul; WHO, Des Moines; WGN, Chicago; WSM, Nashville, and WCLE-WHK, Cleveland. RCA reports orders from WBEN, Buffalo; KHQ, Spokane, KFBK, Sacramento, and KMJ, Fresno.

How They Operate

The Finch system, devised by W. G. H. Finch, former FCC assistant chief engineer, was the first actually to make its appearance. Holding some 25 basic patents, including a synchronizing system which permits the apparatus to function on any power supply, Mr. Finch's development calls for use of an attachment to the ordinary receiver on the receiving end. The RCA system, on the other hand, is being offered with a complete receiver rather than an attachment.

The facsimile scanner is being marketed by the Finch organization for $1,500, with a figure of $120 placed on the receiving attachment unit. Under the FCC requirements for operation in the regular broadcast band, a minimum of 50 receiving units is mandatory, with the objective of procuring a cross-section of public reaction.

The RCA system entails an expenditure of $15,000 for the scanner plus 50 receivers. Broken down, the cost is $3,000 for the transmitter and $240 for the standard receiver unit, or $260 for the ultra-high frequency unit.

Commercial Uses

The Finch self-synchronizing method was initially developed by the inventor for aviation and military use, in communicating between fixed points and mobile units, in which there was no possibility of a common power supply for driving transmitters and receivers in step with each other. Because of this essential feature, it is claimed the Finch home facsimile system is not limited in its application to the confines of a single city power zone. Thus, the transmitter may be located in one State, such as New Jersey and the receivers in other States, such as New York and Connecticut, having no power line interconnections.

Mr. Finch pointed out also that direct current power from farm lighting plants can be used to run the receiver when necessary. Thus, it is possible to utilize the existing station networks for facsimile service on a national scale when such becomes desirable.

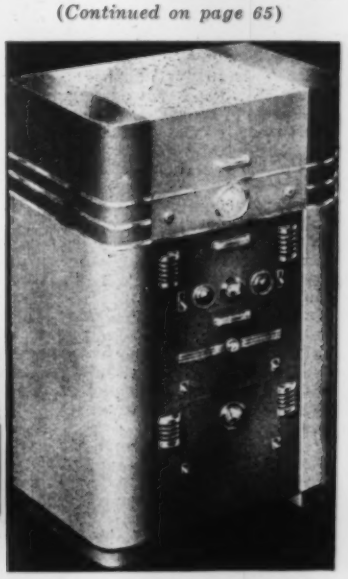
The Finch recording paper is available in standard colors of orange and black, or black and white. Special papers, having combinations of blue and white, red and white, and green and white are also available. The paper comes in two standard widths — 4¾ inches (2 columns) and 8½ inches. On special order, the paper can be five columns wide.

Three of the four stations already authorized to utilize the Finch system—WHO, WSM and WGN—are 50,000-watt outlets. The results of the experimental operation (they are working cooperatively) should tend to throw light on rural coverage by facsimile.

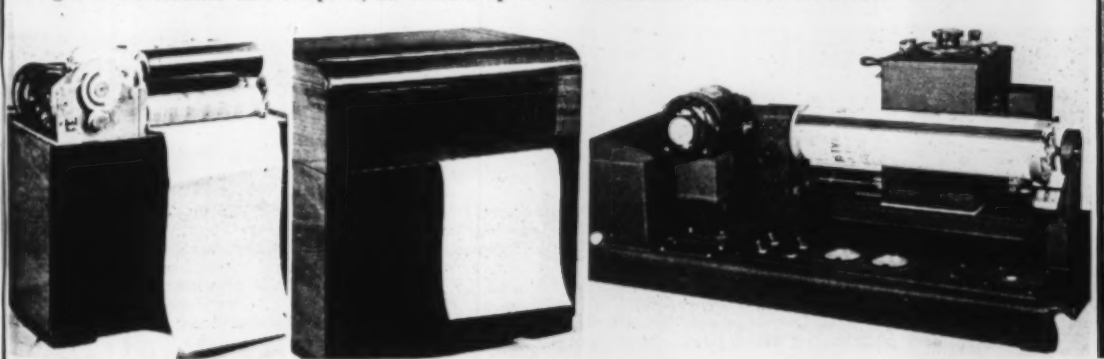
It is understood the Finch organization is negotiating with a large manufacturing organization on licensing its facsimile equipment for general manufacture.

The RCA system, designed by Charles J. Young, son of Owen D. Young, is of the carbon printer type. The system, according to the literature of RCA, is a completely designed and calibrated unit on the receiving end designed to give highest quality of reproduction at the present stage of the art. Producing graphic material on a letter size page 8½x12 inches it operates at a speed of about three pages

(*Continued on page 65*)



THE RCA SYSTEM—With chassis stripped, the left photo shows time clock that automatically turns on and off this facsimile receiver at pre-set intervals. Second photo shows same receiver with chassis in place. Third photo reveals the scanning mechanism of the transmitter, corresponding to microphone pickup of sound. At right is the scanner unit complete, all dressed up in an ornamental cabinet of modernistic motif.



WLW Hearing Order Validity Challenged Under FCC's Rules

Chairman McNinch Asserts Inquiry Will Be Made; Review of Action Sought by WLW Counsel

A TEMPEST over the designation for hearing of the application of WLW, Cincinnati, for renewal of its experimental authorization to broadcast with 500,000 watts power, has developed within the FCC.

Whether an individual commissioner can designate an application of that character for hearing, or whether action by the Commission en banc is required, constitutes the issue. On Jan. 21, unknown to other FCC members, the announcement was made that Commissioner George H. Payne had designated the WLW renewal for hearing, acting as the member in charge of the routine broadcast matters, under the new rotation procedure.

Chairman Frank R. McNinch stated Jan. 26 he understood the Law Department had routed the renewal application to Commissioner Payne, and that one of its lawyers had ruled it was a matter requiring only the action of a single commissioner. The chairman described it as a question of interpretation of the new rules, and added the incident would be inquired into.

The Payne action attracted attention because he has been a severe critic of the station, and several months ago precipitated an issue in demanding certain data in connection with the station's operations which Powel Crosley Jr., its operator, declined to furnish him as an individual commissioner.

Hearing Seen Far Off

No date has been set for a hearing. It is not likely that the hearing will be designated in the immediate future, since WLW's experimental authorization to use 450,000 watts in addition to its regular 50,000 watt transmission has run concurrently with its regular license for six-month periods.

WLW, along with 14 other clear channel stations, has an application pending for regular authorization to use 500,000 watts power. It is felt the more likely course would be to hold a hearing sometime in the future on the application for the regular authorization, since it would cover the same ground as that for continued authority to use the additional power experimentally.

Moreover, a recommendation for further study of the superpower issue has been made by Commissioner T. A. M. Craven in his report on social and economic aspects of broadcast allocations, summarized elsewhere in this issue, on the ground that insufficient data is available on the subject. That proposal is still before the Commission and may be considered in the light of the WLW hearing designation.

The issue was brought before the full FCC Jan. 26 by Duke M. Patrick and Karl A. Smith, counsel for WLW, in a petition seeking review of the Payne action in the light of the reorganization order of Nov. 29, 1937, abolishing divisions and assigning specific functions to individual commissioners. The attorneys brought out that WLW since April 17, 1934, has operated regular hours with 500,000 watts; has complied with all of the FCC requirements in connection with that experimental operation, and has submitted technical reports periodically showing that the station is engaged in "a special research and development in the radio art, the satisfactory conduct of which requires the granting of the extension requested."

Dealing specifically with the Payne action, the attorneys contended the reorganization order (No. 28) does not authorize an individual commissioner to act on a "special experimental authorization", such as WLW holds. The FCC rules, it was said, specify that an application for the type of authorization held by WLW must be in writing under oath and on a form furnished by the Commission, whereas those for special temporary authorizations can be made in any written form and need not be verified.

Other arguments were advanced to support the contention that a single commissioner cannot set a special experimental authorization for hearing. The petition requested that the "Commission review the action of Commissioner Payne."

George Besse

GEORGE BESSE, 35, Chicago manager of Joseph Hershy McGillvra, died Jan. 27 of pneumonia. Before joining McGillvra he had been advertising manager of the Florsheim Shoe Co., Chicago. Mr. Besse was in an automobile accident last July and although he was injured his injuries were not believed serious. Last October complications arose and he was confined to the Ravenswood Hospital until the time of his death. Funeral services were held at Erie, Illinois, his mother's home. He is survived by his wife.

ONE CAN OF BEANS
For Three CBS Engineers At WABC in Flood

CBS engineers at the WABC transmitter, located in Wayne Township, N. J., have been battling swirling flood waters in the lowlands surrounding the transmitter house. Using rowboats and hipboots, they have kept the station on the air without interruption.

Recent rains caused the Pequannock River to overflow and swift currents have made it difficulty to wade or row from water edge to the transmitter house. The engineers were caught with empty larder and the first day of the flood three of them lunched on one small can of beans.

Hal Makelim Purchases Stock in WHIP, WWAE

H. L. (Hal) MAKELIM, former sales manager of WIND, Gary, Ind., on Jan. 26 signed a contract for the purchase of part of the stock of Hammond-Calumet Broadcasting Corp., licensee of WHIP, 5,000-watt daytime station, and WWAE, 100-watt local, both in Hammond, Ind. Under a 10-year contract he becomes manager of WHIP, of which Dr. George F. Courrier is president and general manager; Doris Keane, secretary-treasurer and managing director; O. E. Richardson, recently with Western Electric, vice-president.

Mr. Makelim

Mr. Makelim entered the show business as a lead in the early two-reel comedies produced by Bioscope in Hollywood and Essenay in Chicago, working with such old-time stars as Wallace Beery, Francis X. Bushman and Ben Turpin. He started in radio as a free lance announcer known as "Little Bitsy Hal". In 1935 he became sales manager of WIRE, Indianapolis.

IMAGINE—His surprise when Chief Engineer Rogers Holt, of WNBC, New Britain, Conn., found the transmitter house surrounded by 3½ feet of water when he drove up to open the station Jan. 25. Flood was the result of an all-night downpour. Doffing shoes and socks, he tied on a pair of rubbers as protection against stones and waded to the door where he arrived a few seconds before the 7 a. m. sign-on. Equipment was in good order. Excess "moisture" greatly strengthened the signal [See story and pictures of Ohio River flood anniversary on page 70.]

Portable Stations For News Sought

FCC Holds Hearing on Plan For Mobile Transmitters

REPRESENTATIVES of newspapers, press and radio press associations met with FCC officials Jan. 28 to discuss mobile press stations, a new service to be allocated 11 frequencies between 30,000 and 40,000 kc. Of particular advantages in covering news that might break in isolated places, such as the recent airplane crash in Utah when press services carried the news hours after the passengers' bodies had been found atop a mountain, the mobile shortwave units would be used to relay news to wire points where it could be put on the regular ticker services.

FCC Order 19 governing the new service does not become effective until Oct. 13 and the informal conference was designed to formulate rules. Col. E. L. White, FCC assistant chief engineer, who presided, stated that the mobile press had nothing to do with newspaper ownership of broadcast stations, that it was a completely new service and would require additional licenses.

Proposed Rules

Five of the frequencies are suitable for the use of portable mobile stations, small sets that a reporter might carry on an assignment for use in an automobile or airplane. The remaining six are to be used by low power stations of 50 watts and will be set up at some central point near a telephone or telegraph line.

It was decided to pattern the rules for the mobile press service after the FCC rules relating to relay broadcast stations. These rules were suggested as a basis for further discussion: "The term 'relay press station' means a station licensed to transmit from points where wire facilities are not available.

"A license for a relay press station will be issued only to newspapers and press associations, provided, however, in cases where it is impractical, impossible or prohibited by laws or regulations for the newspapers or press association to install, operate or maintain the necessary equipment under its legal control the commission may grant special temporary authority for each event to other persons to operate as a relay press association equipment already licensed for another service.

"The license of a relay press station authorizes the transmission of news for publication or orders and inquiries concerning such news to be published by newspapers or press associations with which the license is regularly affiliated."

Frequencies, to be used in pairs, are: For portable mobile stations such as the field pack automobile or airplane sets, 30,850 kc., 33,260, 33,980, 35,180, 37,420. For low power portable stations limited to 50 watts, 31,980, kc., 33,020, 33,580, 39,020, 39,980.

WMCA Rep Discussion

WMCA, New York, and Transamerican Broadcasting & Television Corp. are understood to be holding discussions looking toward possible representation of the station by representation. No action had been taken as BROADCASTING went to press.

Phonograph Firms Seek License Fees

Charge That "Pressure Groups" Like AFM, Artists And Copyright Owners Are Forcing Action

STEPS toward institution of a "reasonable fee" by phonograph record manufacturers for the privilege of performing recordings over the air, are being taken as a result of the operations of "pressure groups" on the recorders, it was learned Jan. 27.

Adding confusion to the already muddled situation involving phonograph record performances, it was said in behalf of RCA Manufacturing Co. that a reasonable fee appears inevitable and that stations recently were put on notice by it for that reason.

That such a royalty proposal will be resisted by stations, is a foregone conclusion. No inkling could be procured as to the fee contemplated. It was stated in behalf of recorders that the matter would have to be discussed further with copyright owners and recording artists, and that they would also have to take into account the situation growing out of the demands of the American Federation of Musicians.

Baldwin-Sarnoff Exchange

After receipt of numerous inquiries from member stations precipitated by the RCA letter, James W. Baldwin, NAB managing director, telegraphed David Sarnoff, RCA president, on Jan. 21 as follows:

Assume you are familiar with notices mailed to broadcasting stations concerning use of Victor and Bluebird phonograph records for broadcast purposes. Also assume you are familiar with the history of the use of phonograph records in the broadcast industry and the chaos that can result from any precipitous action as outlined in above mentioned letter. I am entirely in sympathy with the idea that such rights as exist in phonograph records be in the hands of the manufacturer but the procedure for asserting such rights should not be allowed to inflict hardships on innocent people. Therefore request your careful consideration this subject and advice that will enable us to answer questions received from member stations.

Mr. Sarnoff on Jan. 25 sent this reply:

"Not being personally familiar with subject referred to in your telegram to me Jan. 21 I inquired from the headquarters of our RCA Manufacturing Co. in Camden and I assure you that no one in our organization has any desire to take an arbitrary stand in the phonograph record matter. The problem is a difficult one and our Camden executives are continuing to give it their utmost consideration. In order to facilitate matter I would advise you to take up direct with Edward Wallerstein, RCA Manufacturing Co., Camden, any questions affecting our position in this field and he will be glad to cooperate and answer any specific questions you or your member stations may wish to ask."

It is understood that RCA Manufacturing Co. has assured stations it will authorize them to continue using its phonograph records without a license fee for the present upon written request.

Disclosure of the license fee move followed an RCA letter sent last month informing stations that as manufacturers of Victor and Bluebird records, the company claimed to have property rights in such records "sufficient to entitle us to prohibit the use of said records for radio broadcast or other commercial purposes unless our prior written consent is obtained."

This move, it is understood, was taken largely because of efforts of performing artists to procure royalties from stations for phonograph record performances on the ground that they have a performing right in their individual interpretations. The recent ruling in the case of Fred Waring, orchestra leader and president of the National Association of Performing Artists, against WDAS, Philadelphia, has been cited as the basis for this movement.

Clearing up Confusion

The new notice to stations, it is held, is not motivated by any desire to cause trouble among stations but to protect the rights of record manufacturers. RCA, it is stated, sent out the notice with the objective of fully advising stations of its position.

Complaints of recording artists that they are forced to compete with themselves by virtue of the unrestricted performance of phonograph records on the air, probably contributed to the RCA action.

The recorders have claimed the right of manufacture under their patents and the contractual right by which recorders and their jobbers sign an agreement prohibiting the sale of records for any use other than in homes. It is claimed that both of these rights have been tested in the courts.

A number of stations, after receipt of the RCA letter, have taken the position that they are entirely within their rights in performing the recordings purchased at retail outlets. Some of them, however, are resorting to the practice of eliminating the name of the orchestra or performer and of the manufacturer of the record, on the theory that when they pay their copyright fees, that royalty covers the performance of the copyrighted numbers.

Recorders pointed out, however, that their claims are not based upon copyrighted music but upon their own claimed property right in the production of records as such.

Other stations are taking the attitude that recorders have no control over those records sold prior to the time the inscription "not for radio broadcast" was placed on them and that since there were no restrictions imposed at that time, they feel they can continue performing such records without recourse.

In its letter, RCA pointed out there had been considerable litigation started by others in connection with the use of phonograph records for radio broadcast and other commercial purposes and that in order to avoid any possible confusion it wished to restate its position regarding use of such records, emphasizing that it feels it is entitled to prohibit their use unless its prior written consent is obtained.

The letter pointed out that Victor and Bluebird records were sold to the original purchasers under written agreement expressly providing they are to be used only for non-commercial purpose or phonographs in homes and that they will not be resold or used for any other purpose. "Notice of our rights and of the existence of these agreements is given to third persons by appropriate language printed on the label of each of our records, which notice is repeated in greater detail on the envelope in which each record is enclosed," it was stated. "Therefore, radio stations and other who may use our records for commercial purposes without our consent infringe our rights and knowingly become a party to and indeed the inducing cause of a breach of the agreements entered into between us and the original purchasers of our records."

Infringement Claimed

The letter added that use of its records for broadcasting without consent constitutes "an unauthorized use of our product, and infringement of our property rights and unfair competition. Especially is this so in view of the fact that commercial transcription records licensed for radio broadcast purposes are available from several sources."

Finally, stations were advised that they arrange for the "prompt discontinuance" of the performance of Victor or Bluebird records, "failing which we shall be obligated to take such action as we may be advised is necessary to protect our interests."

"In this connection, we advise that recently we have been informed that certain individuals or organizations have been undertaking to license radio stations to use phonograph records for radio broadcast purposes. In order that there may be no possibility of any misunderstanding as to this, we also advise you that we have not authorized anyone to deal with our aforesaid property rights, or in our behalf to license the use of any of our phonograph records for radio broadcast or other commercial purposes."

Court Decision in Waring-WDAS Suit Deemed Not Conclusive in Other Cases

Mr. Bennett

THE LEGAL view that the so-called Waring vs. WDAS opinion of the Pennsylvania Supreme Court cannot be accepted as "conclusively establishing the existence of an enforceable property right in performing artists" in performance of phonograph records was advanced Jan. 22 by Andrew W. Bennett, Washington attorney and former special assistant to the Attorney General in charge of the anti-trust suit against ASCAP.

In a letter to E. B. Craney, manager of KGIR, Butte, Mont., replying to an inquiry as to the rights of stations to broadcast phonograph records, Mr. Bennett declared the particular opinion seems to have "strong limitations" which conceivably would not hold in other courts, or even in the Pennsylvania courts in another case. His views are of particular significance in the light of recent action of RCA Mfg. Co. advising stations they cannot perform RCA and Bluebird recordings without prior authority.

Mr. Bennett's letter to Mr. Craney follows in full:

This will confirm our conversation of several days ago with respect to the right of a radio station to broadcast phonograph records. Presumably your inquiry was actuated by the decision last October of the Supreme Court of Pennsylvania, Eastern District, in the Fred Waring suit against WDAS Broadcasting Stations, Inc., and the subsequent activity resulting therefrom.

Strong Limitations

One would be rash indeed to predict the ultimate result of so complicated a controversy as that between performing artists and radio stations using their records for broadcast purposes. On the other hand, it would seem very unwise to accept the single decision of the Pennsylvania court as conclusively establishing the existence of an enforceable property right in performing artists. One should not minimize the far-reaching effect which recording artists will attempt to give to the decision, yet it seems to have strong limitations which conceivably may mitigate against its theory being adopted by other courts, or even by the Pennsylvania courts in another case.

Five of the seven judges concurring in the main opinion reached the conclusion (1) that where the recording artists by "their unique genius" give a performance of a "distinctive and creative nature," a property interest in that performance is vested in the artists; (2) that the offering of the recordings for sale through the usual channels to any one

(*Continued on page 78*)

SPA Sues to Determine Rights of Songwriters

TWO SUITS have been brought by the Songwriters Protective Association in New York Supreme Court. One, against Mills Music Inc., involves two points, both of which concern the disposition of writers' mechanical rights. SPA holds that it is the sole owner of mechanical rights and the only one entitled to grant licenses for mechanical reproduction. The other suit, against Irving Berlin Inc., is on behalf of Edgar Leslie and Joe Burke and would determine whether the publisher has a right to deduct from the writer's percentage a share of the commission paid to MPPA for handling mechanical rights. Both actions are awaiting trial dates.

According to Irving Caesar, SPA president, recent resignations of writers from the association are merely gestures of protest against some of the by-laws, which are now being clarified, and are not as significant as they seem. A number of them have been recalled, he said, and some of the writers whose resignations stand are nevertheless offering support to the SPA.

XUM

Weber Says Music Agreement Is 'Working Out Excellently'

Closed Shop Is Issue at New Orleans Stations; 800 Musicians Said to Have Obtained Work

WITH ONLY a few rough spots to be ironed out, the agreement between the broadcasting industry and the American Federation of Musicians is "working out excellently," Joseph N. Weber, AFM president, declared Jan. 27 in Miami.

In New Orleans, a situation has developed because of the demand of the AFM Local for a closed shop to which both WDSU and WSMB have objected. The intercession of Mr. Weber prevented an immediate strike. WWL was the only New Orleans station to have signed as BROADCASTING went to press. WDSU and WSMB have agreed to the wage and hours provision but have objected to the closed shop. Joseph H. Uhalt, president of WDSU, said he would not sign a contract until the open shop provision was dropped.

"WDSU is unwilling to take a chance of jeopardizing its position with the FCC by losing control of its programs, and we consider signing a closed shop agreement with the local might inject such a question on our renewal of license," he said.

Harold Wheelahan, WSMB manager, declared the national union had not asked for a closed shop and the request emanated only from the local group.

Mr. Weber Pleased

Mr. Weber informed Francis P. Malone, manager of WIOD, Miami, that about 800 men have been put to work since the agreement became effective last month and that for the first time in a number of years "practically all musicians desiring it have work." Some 100 stations that have never employed musicians now are doing so, he advised the WIOD executive. In only a few instances, he said, are contracts in disagreement, and he expects these to be adjusted shortly. He expressed particular enthusiasm about conditions in the major cities.

Outside of New Orleans few obstacles remain to cause further delay in completing contracts between network stations and local unions. According to an IRNA spokesman, on Jan. 26 approximately 235 of the 273 stations involved had signed contracts and sent them to the IRNA negotiating committee in New York. San Francisco and Richmond, where snags had been encountered earlier, were reported to be 100% signed, and negotiations at Kansas City and St. Louis, which had also run into difficulties, were said to be progressing smoothly with prospects of signed contracts within a few days.

In more than 10 instances stations are located in towns which have no AFM locals so they have been unable to conduct negotiations, but it is expected that the AFM will make some arrangement to supply union musicians for these stations. In Baton Rouge a new local was set up and chartered by the union and a contract signed between it and the station.

All contracts are being photostated by the IRNA committee so that the organization will have a permanent record on file for reference purposes after it has turned over its contracts to the AFM, which is expected to occur shortly after the return of Mr. Weber from Miami where he is attending the meeting of the executive council of the American Federation of Labor. He is due back in New York Feb. 7.

Notice has been sent to all members of the IRNA negotiating committee of a meeting the evening of Feb. 14 at the Willard Hotel, Washington. It is expected the committee at this time will report its purpose accomplished and itself dissolved.

Action in San Francisco

One of the first to sign with AFM Local No. 6 in San Francisco was Lloyd E. Yoder, manager of NBC's stations, KPO and KGO. It is believed that NBC will spend in excess of $150,000 for union musicians during 1938 on programs originating in San Francisco.

The union was expected to sign a contract with Manager Phil Lasky of KSFO, CBS outlet, by Feb. 1 for an expenditure of $20,000 during 1938. This figure is partly based on KSFO's operation as an independent station.

Wilbur Eickelberg, manager of KFRC, has agreed to spend $50,000 on musicians in 1938. This figure includes only the regular schedule with overtime and special work omitted. Now a Mutual outlet, KFRC had its quota based on former operation as a CBS affiliate and as a network originating station. It is also a key station of the Don Lee network.

New contracts provide for no increase in wage scales and no change in working conditions. The determining factor in signing for one year instead of two appears to be the 1939 Golden Gate International Exposition. NBC will employ about 35 musicians; KFRC will have a staff of 12; KSFO now carries a 15-piece house orchestra and KYA maintains 20 musicians.

The next step will be contracting with the independent stations, KJBS and KGGC. Both are now devoting nearly all of their time to transcriptions and records.

Skyport Skijoring

SKI enthusiasts of Akron, O., took advantage of a recent snow to throng the local airport and WJW took advantage of the opportunity to have its mobile unit, W8XOA, on hand for a description of how it feels to zoom along on skis at 40 miles an hour. Bob Webster on skis, carried the mike and Len Taylor slid along to help him while Jerry Roberts, WJW engineer, handled the technical problems.

Four Stations Are Charged by Union In Complaint Filed With Labor Board

ASSOCIATED Broadcast Technicians, originally embracing engineers employed at CBS-owned and operated stations, which for two months has been quietly signing up non-CBS stations, has preferred charges against WFBM, Indianapolis, and Central States Broadcasting System (KOIL, KFAB, KFOR) before the National Labor Relations Board charging intimidation of employes. ABT, as of Feb. 1, claims a membership of 223 engineers on nine CBS-owned and operated stations and seven other stations. Before spreading its activities beyond CBS, ABT was known as the Association of Columbia Broadcast Technicians.

ABT is complaining against the Indianapolis Power & Light Co., operators of WFBM, because of its discharge of Russ Rennaker, one of the seven men who has been with the station for the past five years. ABT charges that the Indianapolis company is trying to foster its own employe union. Charges were filed against R. E. Blossom, manager of the station, upon the dismissal of Rennaker Jan. 17. The case will soon come up before the National Labor Relations Board in Indianapolis.

Central States Negotiations

ABT is said to have preferred charges against Don Searle, business manager of Central States, Jan. 18, alleging he laid off four engineers because of their union activities. Negotiations are now in progress between Mr. Searle and T. J. Dunlop, ABT business manager, and Raymond E. McGrath, ABT lawyer. A conference between Central States and ABT was scheduled for Jan. 31st.

Stations now understood to be employing engineers affiliated with ABT are: WBBM WABC KNX WJSV WCCO KMOX WBT WKRC WEEI WFBM KSFO KOIL KFOR KFAB KMA KFNF. Twenty men are reported to have joined ABT from KSFO and 60 from the three stations of the Central States group.

Officers of ABT are: Fred Lange, WEEI, president and J. F. Novy, WBBM, secretary-treasurer and chairman of the organizing committee. An election for vice-president will be held the first part of February, the past vice-president being ineligible to hold office, having been made chief engineer of a station. D. J. Dunlop, former WBBM engineer, is now business manager of ABT and Emil Waelti is president of the Chicago chapter.

Each station has its own counsellor who automatically becomes a member of the executive board. Members of the board are: R. F. Painter, WBT; James Swendson, WCCO; James French, KNX; J. F. Novy, WBBM; Edward Hamel, WKRC; Fred Lange, WEEI; John M. Tiffany, WABC; WJSV, vacancy; KSFO, vacancy; Central States, vacancy.

NBC and AGRAP Sign

A one-year contract has been signed by NBC and the American Guild of Radio Announcers and Producers covering the sound effects men employed at WJZ and WEAF, New York. Contract calls for wage increases, a five-day, 40-hour week, minimum wage scale and the other customary provisions. AGRAP has a similar contract for the sound effects men at WABC, where it also represents the announcing and production staff. Since the network key stations have been organized a large number of free lance sound effects men have joined the union, it was stated.

Worcester Contract

AGRAP has also signed a one-year contract with WORC, Worcester, where negotiations had been in progress for several months, covering the announcers, production men, script writers and engineers at the station. Two people, said to have been discharged for union activities, were reinstated on terms satisfactory to both sides. Union has also completed a two-year contract for the announcing staff of WAAT, Jersey City. Bargaining is in progress for the announcing-production staffs of WOV-WBIL, New York, and WEEI, Boston. The union is also negotiating a new announcers' contract with WMCA, New York, and is attempting to organize this station's production staff. Negotiations with WNEW, New York, have run into difficulties which the National Labor Relations Board is attempting to straighten out.

American Federation of Radio Artists, AFL talent union, is continuing its negotiations with the major networks in an attempt to come to an agreement about wage scales for actors, soloists, singers, announcers, and others appearing before the microphone on coast-to-coast broadcasts, but there is nothing specific to report, according to Mrs. Emily Holt, executive secretary of AFRA and head of its negotiating committee. She said that a preliminary talk had been held with WHN, New York, but that the union's major efforts at present will continue to be focused on the national picture. A well-attended meeting of the national board, whose full membership includes 45 radio stars, was held on the afternoon of Jan. 27, but it consisted of "much talk and little action" according to Mrs. Holt who said that it was mainly concerned with discussing her report of negotiations to date. Meetings with the networks and with the American Association of Advertising Agencies will continue.

ARTA-WBNX Sign

A new contract, running from February 1, 1938, to Jan. 31, 1939, has been signed between ARTA and WBNX, New York, for the technical employes of the station. Continuing the 40-hour week of the previous contract, the new contract also calls for a closed shop, two weeks vacation and sick leave with pay, a wage increase with a minimum of $35 weekly, and two men in the control room.

Added impetus was given to CIO plans to organize West Coast radio technical workers through its American Radio Telegraphists Association, with the arrival in Los Angeles on Jan. 15 of Mervyn Rathborne, international president of the affiliate. From New York, he was on the West Coast to make a survey of the Union's progress and conferred with Ernest V. Roberts, secretary of Los Angeles Broadcast Local 15, and Roy A. Pyle, head of the San Francisco office, on future activities.

Ultra-high Waves Granted Educators

Noncommercial Use of Upper Channels Is Specified

ALLOCATION of a band of 25 ultra-high frequency channels for use of educational stations, but on a strictly noncommercial basis, was announced Jan. 27 by the FCC as a major move in gratifying the demands of education for exclusive educational broadcasting facilities. The allocation was ordered following a plea to that end made at the ultra-high frequency hearings held by the FCC in June, 1936, by Dr. John W. Studebaker, U. S. Commissioner of Education, and chairman of the Federal Radio Education Committee.

To be called noncommercial educational broadcast stations, outlets licensed in the band will be given powers from 100 to 1,000 watts. The frequency range is from 41,000 to 42,000 kc., with channels 40 kc. wide. These channels appear to be adapted for local coverage, and suited for the intended use of transmitting programs directed to specific schools in given areas.

Classified As Regular

The allocations will not be on an experimental basis, as are all other assignments in the ultra-high frequency band. The strict injunction against commercialization, however, virtually places them in that category. By classifying the assignments as regular, the Commission waives the requirement of all other stations in the ultra-highs for periodic reports on experimental work.

The allocations were announced in the form of new rules, which, in addition to specifying the 40 kc. channels, also set forth the conditions under which such stations shall operate.

Because of the limited interference range of the ultra-highs, 25 channels will provide adequate facilities for service to every city and town, the FCC announced. "Due to propagation characteristics of the frequency, state-wide coverage cannot be expected except in cases of the smallest states and under most favorable conditions," said its press release. "Rapid technical progress is being made in the development of the service on the ultra-high frequencies and it is reasonable to expect that in the near future there will be a marked improvement in the coverage obtainable."

Chairman Frank R. McNinch said the Commission regarded the establishment of the classification "an important step in line with its established policy of encouraging education by radio, and it expresses the hope that the radio facilities now made available solely for this purpose will be used to the fullest extent for the general advancement of education."

The text of the new rules follow:

Rule 1057. The term "non-commercial educational broadcast station" means a high frequency broadcast station licensed to an organized nonprofit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Rule 1058. The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations in addition to the rules and regulations governing high frequency broadcast stations.

(a) A non-commercial educational broadcast station will be licensed only to an organized nonprofit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a nonprofit and noncommercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Transmitter Requirement

(d) The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

(e) Any rule or regulation governing high-frequency broadcast stations which permits or requires operation different from or in conflict with the provisions of this rule shall not apply to noneducational broadcast stations.

Rule 1059 — (a) The following channels (frequencies) are allotted for assignment to non-commercial educational broadcast stations:

41,020	41,220	41,420	41,620	41,820
41,060	41,260	41,460	41,660	41,860
41,100	41,300	41,500	41,700	41,900
41,140	41,340	41,540	41,740	41,940
41,180	41,380	41,580	41,780	41,980

(b) Stations serving the same area will not be assigned to channels separated less than 160 kc.

(c) Amplitude modulation shall be employed exclusively unless it can be shown that there is a need for frequency modulation in which case such modulation may be authorized provided sufficient channels can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

(d) Only one channel (frequency) will be assigned to a station.

(e) Since these channels are not assigned on an experimental basis, the requirements for report on experimental work, as specified for high frequency broadcast stations, do not apply.

NBC Key Stations in Chicago Signed; 'Unfair' Clause Included in Contract

WITH the signing of WMAQ and WENR, Chicago, last of the network key stations to come to terms, James C. Petrillo, Chicago Union head, said Jan. 27 in referring to an unfair station clause [BROADCASTING, Nov. 15, 1937] which prohibits broadcasting of programs to network affiliates held unfair to the American Federation of Musicians:

"The purpose of this rule is to protect all locals of AFM, not Local 10 (Chicago) only. In opposing this rule NBC argued that we were engaged in a secondary boycott, and were in violation of the Sherman anti-trust law. Our answer was that, without this rule, we would eventually put ourselves out of business, and this we positively refuse to do. We believe that the time has come for us to take the stand that, if an employer does not want our services directly in his studios, he cannot have those services indirectly, by wire, from other studios (and other cities) whether other members of our organization are employed."

Which Has Preference?

Because the local agreement with Mr. Petrillo contains the unfair station clause and the international contract signed by the network key stations has no reference to broadcasts to unfair stations, BROADCASTING asked Niles Trammel, NBC vice-president in Chicago, which of the contracts would supercede. In his opinion the international agreement with AFM took precedence over the local agreement and for this reason NBC signed the local agreement even though it contained a clause in which "fair" stations agree not to broadcast to those stations termed "unfair".

Effective Feb. 1 the following agreements with other Chicago stations became effective:

WLS: All WLS hillbilly musicians will be on a basis of five days per week, with seven days pay. Staff organists, pianists and mechanical device operators will also be on the same scale. The staff orchestra, which has always been on a basis of five days per week, will continue the same schedule of days and hours, but with an increase in their basic wage of $5 per week per man. Staff librarians, staff arrangers and copyists will also be on a basis of five days per week, with seven days day. They cannot do any other work.

WCFL: Staff orchestra, organists, pianists and mechanical device operators, librarians, copyists and arrangers will be on a basis of five days per week, with seven days pay. Staff librarians, staff arrangers and staff copyists cannot do any other work.

WJJD: Staff musicians, including organists, pianists and mechical musical device operators, will be on a basis of five days per week, with seven days per week, with seven days pay, and, in addition thereto, will receive an increase in their basic wage of $5 per week per man.

WHFC, WAAF, WEDC, WGES, WSBC and WCBD: Staff musicians and mechanical musical device operators will be on a basis of five days per week, with seven days pay, and will also receive an increase in their basic wage of $5 per week per man.

McNinch Lauds Radio

A TRIBUTE to the public service accomplishments of radio, particularly with reference to the contributions of time in connection with the President's Birthday Celebration and its concurrent anti-infantile paralysis campaign, was given radio Jan. 28 by FCC Chairman Frank R. McNinch in an address over the combined NBC-CBS-Mutual networks.

Labor Board Considering WABC Technical Issue

THE controversy between Association of Columbia Broadcast Technicians and American Radio Telegraphists Association over representation of WABC, New York, awaits decision of the National Labor Relations Board, following oral argument Jan. 17 before the Board. Hearing before a trial examiner had been held some three months ago in New York.

ACBT has represented Columbia technicians since the beginning of the network, it was brought out at the hearing. Last May when negotiations were reopened, ARTA signed technicians of WABC, New York key, it was explained, with ACBT and CBS signing a national agreement in Chicago last summer covering all CBS owned and operated stations except KMOX, where IBEW has been the bargaining agency for years.

CBS was represented at the hearing by Sol Rosenblatt, ACBT by John Dupree and ARTA by Sidney Cohen.

RCA Intervention Plea In Record Suit Refused

THE MOTION of RCA Mfg. Co. to intervene in the phonograph record performance suit brought by Paul Whiteman, orchestra leader, against WNEW, New York, was denied Jan. 14 by Federal Judge Knox of the U. S. District Court for the Southern District of New York. He suggested, however, that RCA file a separate bill of complaint against both plaintiff and the defendants and that the suits be joined. His opinion follows:

"The matter set forth in this petition shows beyond the shadow of a doubt that R. C. A. Manufacturing Company should be a party litigant in the Whiteman suit. It has a deep interest, and one which is antagonistic, in the claim being asserted against defendants by Whiteman. It also has a grievance against the defendants. Therefore, if petitioner be permitted to intervene, it cannot properly be aligned with either the plaintiff or defendants. It is doubtful too, whether under a proper construction of Equity Rule 37, petitioner can entirely qualify itself as an intervenor. But, it has ever been the pride of equity that, in equitable causes, that which is necessary for the attainment of justice can usually be accomplished. My suggestion therefore is that petitioner file a bill herein against both plaintiff and defendants, and which shall be ancillary or auxilary to the main suit. Clean cut issues with each of such defendants can thereby be tendered to which the defendants must respond. When this shall have been done, the main suit and the one ancillary to it can be tried together without confusion as to the rights of any of the parties. Motion denied with leave to proceed as suggested."

Bakery Spots

HATHAWAY BAKERIES, New England firm, is starting one-minute transcriptions for its Guest bread on WBZ-WBZA, Boston-Springfield; WEEI, Boston; WSPR, WMAS, Springfield; WORC and WTAG, Worcester; WPRO and WJAR, Providence. Placement is through W. E. Long Co., Chicago. The agency, which specializes in bakery advertising, also is releasing spot announcements in Baltimore for Schmidt Baking Co. (Old Home bread) on WBAL, WCAO and WFBR.

XUM

Revision of Basic Regulation Advocated

Craven Economic Report Urges a Hands-Off Policy for Newspaper Ownership, Superpower for the Present

REPORTS ON ECONOMICS OF RADIO

A HANDS-OFF policy on such basically important matters as newspaper ownership of broadcast stations and allotments of superpower, until further information is procured after searching inquiry, was recommended to the FCC Jan. 24 by Commissioner T. A. M. Craven in his long-delayed report on the social and economic aspects of broadcasting which he drafted in his former capacity as chief engineer.

Simultaneously, the commissioner-engineer recommended:

Consideration of economic and social matters in acting upon all broadcast applications.

Retention of an expert economist to advise the Commission on such matters.

Procurement of complete financial and statistical data from stations at regular intervals on a uniform basis to make possible adoption of regulations recognizing economic factors.

Scrutiny of network contracts with affiliates, implying possible regulation of networks.

Investigation of land line rates charged by A. T. & T. to ascertain whether they are proper and justified.

Cooperation of the FCC with the industry in bringing about improvements in broadcast service, by following the credo of "evolution, cooperation and voluntary action, in accordance with sound economics and sound engineering".

Ultimate establishment of "standards of public service," and possibly the specification of such services.

A study of profits of stations of all classes, by procuring information through revision of existing forms for renewal of licenses eliciting data on revenue, expenses and programs.

Revision of station log forms to procure more comprehensive factual data as to character of programs and sponsorship.

COMMISSIONER T. A. M. CRAVEN

Report Based on Parley With Industry Leaders

The report was based largely on the testimony adduced at the informal engineering conference on broadcast allocations held before the former Broadcast Division in October of 1936. It is the sequel to the engineering report made public on Jan. 11, 1937, which recommended reclassification of stations and which served as the basis for the North American Broadcast Agreement reached in Havana last December, in which Comdr. Craven was the dominant figure.

The voluminous document—covering 132 typewritten pages but with an appendix twice as thick—bears the date July 1, 1937. Its release was withheld, however, because of the then impending Inter-American conference in Havana which began Nov. 1 and concluded the following month. With the conference brought to a successful conclusion, it was decided to release the ponderous report.

Vigorous support of the American system of broadcasting, and launching of an era of cooperation, rather than one of mailed-fisted regulation, is urged in forthright fashion by Commissioner Craven. He reaffirmed his support of the original engineering recommendations for creation of six rather than the present four classifications of stations; reduction of the number of clear channels from 40 to 25; horizontal increases in power, but on an evolutionary basis for regional and locals where needed; and the other fundamental changes he had recommended and which in effect are incorporated in the North American agreement awaiting ratification of three of the four nations parties to it (Cuba ratified the treaty in December).

Public Utility Theory Meets Opposition

The theory of possible classification of broadcast stations as public utilities and perhaps as common carriers, expounded by Chairman Frank R. McNinch when he assumed office last October, which he then said might lead to eventual rate regulation, is contested in the Craven report. Written long before Mr. McNinch assumed the FCC post, the report states that in the opinion of the engineering department such a theory should be "fallacious". On possible rate regulation, the report said:

"We have noticed from the press that many persons fear that a rule requiring detailed financial data from broadcasting stations would inevitably lead to comprehensive rate regulation of broadcasting by the Commission. In the opinion of the Engineering Department such a theory should be fallacious, because in this instance the necessity for securing accurate financial data is far different than that which would motivate regulation of rates. It is our understanding that rate regulation is usually imposed for two fundamental purposes, namely (1) to establish reasonable rate schedules for common carriers, which generally are utilities operating in the service of the general public, and (2) for the purpose of regulating competition between carriers or public utilities.

"Broadcasting stations are not common carriers or public utilities in the same sense as telephone and telegraph companies, railroads and bus lines, gas or power companies, etc. Broadcasting stations derive their income not directly from the general public, but primarily from comparatively few organizations in the country. They are not and should not be held responsible for damages in the same manner. Furthermore, the other conditions under which broadcasting stations operate differ entirely from those of the ordinary common carriers or public utilities. For example, broadcasting stations must use discretion in the programs they transmit to the public.

"In addition, there is such a wide variation in the type of service rendered by individual broadcast stations and such a great variation in each section of the country and in each community, that an attempt to arrive at a fair basis of rate regulation for broadcast stations might result in detriment rather than benefit in the service of the public. Furthermore, there is no evidence of a need for utilizing a rate basis to regulate competition because there are so many other methods of controlling competition between broadcast stations which are better than rate regulation.

"Thus in the opinion of the Engineering Department, the necessity for establishing a uniform method of rendering financial reports should not be overshadowed by fear of an unnecessary rate regulation."

Newspaper Ownership Must Await Investigation

Newspaper ownership of stations, an issue that has been waxing warm because of implied administration blessing for legislation to bring about divorcement and because the Commission is under instruction to inquire into it, was treated openly in the Craven report.

Starting with the premise the effects of radio upon other media of communications "are incidental", the report states that eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio. But, Comdr. Craven adds, among the dangers of withholding licenses from any industry would be possible discrimination without basis, possible interference with freedom of speech and press, and sundry other pitfalls. Pending securing of adequate information, he said the Commission can only apply the yardstick of "public interest, convenience or necessity" in dealing with newspaper applications and renewals.

"It may be," continues the report, "that after investigation, it will be found that in all situations where the broadcast station is operated in direct conjunction with some other business, whatever the character of the business, there is a tendency or an undue temptation at times to overlook the requirements of public interest for the sake of the other business. If this proves to be the case one alternate course, so far as the engineering department can see, would be to require every licensee to be so organized, as a corporation or otherwise, that it be engaged solely in the business of broadcasting."

Merits of Superpower Most Debated Subject

In advocating that the Commission make haste slowly on superpower, Comdr. Craven said it proved the most controversial subject in the entire hearing of October, 1936. Technically, he said it was feasible, reaffirming his conclusion in the engineering report of a year ago. Because of "unknown factors" economically, however, he recommended against its granting at the present time. The report continued:

"We feel that no one should fear

technical progress, and therefore we see no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of 50 kw. in the event that evidence and data should show conclusively that such power in certain individual cases is in the interest of the public. It should be noted that in this connection other nations on this continent have licensed stations to use powers greatly in excess of 50 kw. and sight should not be lost of this fact from either a technical or economic standpoint. However, we do not believe that the evidence at the Oct. 5 hearing justifies the wholesale licensing of stations to use power in excess of 50 kw. because we are not convinced that the evidence at this hearing indicates the paramount need for such power generally, in spite of the fact that in specific instances it may be possible that the granting of an individual application for the operation of a station with power in excess of 50 kw. might be proved to be not only an engineering desirability but also a social advantage as well as an economic feasibility, and without detrimental effects on the entire broadcast structure.

"The question of the technical feasibility of power in excess of 50 kw. has been discussed in the Engineering Department's January report, which indicated that powers as great as 500 kw. are technically sound.

Fears Economic Effect Of Superpower

"On the other hand, the evidence shows that there will be economic effects, particularly if many stations should be granted such power as 500 kw. We are unable to predict the absolute degree of good or bad effects because of the lack of substantial evidence, and because to predict whether or not an individual application for superpower would be in the interest of the public, would amount to prejudicial determination of all the merits or demerits of any specific application. Therefore it appears to the Engineering Department that the Commission must consider each individual application on the basis of the evidence presented. Nevertheless, even in the determination of individual cases the Commission should proceed with caution and assure itself that all the elements are properly presented or considered in the disposition of such applications. In this connection, when applicants for licenses to operate stations with powers in excess of 50 kw. are heard by the Commission, they and all other interested parties should be given the opportunity to present evidence on the broad social and economic effects of such superpower operation.

"Generally speaking, while there seems to be no doubt of either the technical feasibility or, in many instances, the ability of individual applicants to secure financial support for the erection and operation of super high power stations, particularly those located in large centers of population, there is, however, considerable doubt raised by reason of possible adverse effects of an economic nature on the other stations in the broadcast system, particularly those of low power, if several clear channel stations were licensed to operate with superpower; and the evidence shows that increases in the number of high power stations would be the general trend if natural economic laws involving competition were allowed to prevail without the arbitrary control which might be justified otherwise from a social standpoint.

"The evidence shows that while rural listeners undoubtedly would be benefited by having broadcast service with sufficient signal intensity to override atmospheric noises so irritating in many instances at the present time to these listeners, and that while the daytime service to rural listeners would be considerably improved, there is a question whether the smaller communities might, in the long run, lose their media for local self expression by radio by reason of the economic effect of super high power. However, in this respect the evidence was the most controversial; one group believing that the presence of strong signals with good programs from a distance would enhance the interest of a local community in radio and result in better support of its local station, while another group felt that the presence of a strong signal with an interesting program from a distance would so engage the attention of the listening audience that the local station could not hope to secure the necessary local financial support, even though the distant station competed in no direct way for the local station's commercial accounts.

Evidence on Power Is Conflicting

"Unfortunately, except for the significant fact that the post card survey [made by the FCC] indicates that listeners tend to prefer high grade signal intensities and thus would possibly favor a superpower station, neither group was able to give sufficient accumulated evidence based upon actual experience supporting their respective assertions. The evidence submitted by the clear channel group seems to indicate that in certain circumstances some regional and local stations now within the high-grade service range of existing 50 kw. stations have not suffered, and that if all classes of stations were increased by approximately the same ratio, no change would be effected in the status quo of the existing economic situation. On the other hand, the evidence submitted by those who were opposed to the use of superpower indicated that certain stations would no longer be able to retain the same network connection as they hold at present, and that if the network connection were severed the station would suffer material financial handicaps. The evidence also shows that regardless of networks, many stations derive a substantial portion of their revenue from national business, and that if this national business were affected by the concentration of the national advertising on a few super high powered stations, the economic stability of several stations might be affected. In this connection, however, it cannot be stated positively that national business has yet reached a saturation point or that a fewer number of stations could accommodate a substantial portion of existing business.

Monopoly Seen In Superpower Stations

"The evidence at the hearing certainly does not permit of definite conclusions to be drawn in individual cases. Therefore this is a matter which by all means should be determined when deciding individual cases involving the use of superpower, and those applicants for such power should be prepared to show that no harm will come to others in a manner detrimental to the interest of the public. This is an important matter because the evidence shows conclusively that from a social standpoint the local station is an important factor to a community and that in the aggregate the need for local stations is equal to, if not greater than that of high powered stations serving rural areas.

"Another factor involved in the use of superpower is that a small group of licensees operating on frequencies which have been assigned to them by the Federal Government would have control of radio facilities capable of reaching the entire nation. Unless care were exercised in the regulation of these licensees, the possibility exists of having granted to a few people, from natural resources of the Federal Government, the control of a system of mass communication having untold potentialities of being utilized to influence public opinion. Hence it seems that in the determination of the question of superpower must also come the consideration of the ability of the Federal Government to control these facilities, both from the standpoint of individual licensees as well as combinations thereof, in such a manner that they will operate always in the interest of the public. Therefore, if the Commission intends to grant any of the pending applications for superpower, it certainly should impose limitations on the use of such a facility so as to insure its operation in the interest of the public from the broadest standpoint.

"As mentioned before, the evidence is not conclusive of the immediate general need for superpower, and in view of the fact that there is a risk involved to the welfare of facilities for local self expression in smaller communities, the Engineering Department urges most strongly the most careful scrutiny and consideration of each individual application that may be presented in the future, with the view of determining not only the social advantages and disadvantages from the standpoint of the individual case, but also potentialities involved in the future. We firmly believe that any enlargement of the differential between the highest power station class and the lowest power station class should not be encouraged unless, after full consideration of the effects on the lower power classes of stations, it can be shown conclusively that a super high power station is necessary and that beyond doubt it will be in the public interest. We also feel that considerable caution is required in granting such powerful media.

Regulations Should Be Flexible, Not Rigid

"The Engineering Department has recommended that from a technical standpoint the regulations should be flexible rather than rigid. This seems to be justified from a broad social and economic standpoint because it affords the Commission not only the ability to bring about better equalization in the distribution of facilities to States and communities, but also an opportunity to rectify competitive situations as may be necessary, as well as to afford the exercising of judgment in licensing stations so as to have a facility capable of rendering service in accord with the needs of any particular region or community.

"In making this recommendation the Engineering Department does not infer that flexibility in the regulations should be for the purpose of adjusting situations to suit the desires of individuals. We mean that the regulations should be sufficiently practical to afford a basis of applying sound engineering to the solution of the various individual problems in different communities in accord with their needs."

American System Called Basically Sound

In introducing his report, Comdr. Craven explained he had the benefit of the assistance of Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce, University of Pennsylvania, an

Tendency to Overemphasize Power Is Pointed Out in Economic Report

AN OFFICIAL note to advertisers (and their agencies) not to place too much emphasis upon "kilowatt power" and take into account other considerations, was sounded by Commissioner T. A. M. Craven in his social-economic report to the FCC Jan. 24. He said:

"The Department is impressed with the emphasis which has been passed upon kilowatt power by national advertisers. While, generally speaking, kilowatts of power are indicative of potential coverage, the Department (Engineering) feels that there are other factors, to which we have referred in our preliminary report of Jan. 11, 1937, which have equally potent effects upon the practical coverage of a broadcast station. It is felt that perhaps the emphasis which has hitherto been placed upon power has been somewhat disproportionate, and that from the standpoint of fair treatment to stations of various classes and power, the program service, the actual coverage, the population residing within the area of good service and the purchasing power of the trade center or area would be a more reasonable index, than mere kilowatt power, to the potential value to a purchaser of time from a station serving any particular area."

economist experienced in radio matters. Material prepared by Dr. Hettinger, he emphasized, was checked carefully, but the department "exercised its own judgment in the drawing of conclusions." The Hettinger report was submitted to the Commission as a supplement.

After reciting the reasons for the unprecedented undertaking and the manner in which it was drafted, Comdr. Craven explained that the Engineering Department started on the premise that basically the "American system of broadcasting has proved beyond question to be the best for our country". He added: "In fact, we believe that compared to all foreign systems with which we are personally familiar, the American system of broadcasting has demonstrated its acceptance by the public in greater listening hours and larger ownership of receivers in proportion to the population. It is also particularly reassuring to note that the ownership of receivers in the United States has been increasing from year to year.

"We know of no reason for changing the doctrine of fair competition, both local and national, among individuals as well as among organizations, and we believe that adherence to the diversification doctrine of licensing stations in any community or region, as well as in the nation as a whole, is a sound public policy.

"In view of the natural technical limitations in the total radio facilities which can be made available to any community or to the nation as a whole, a faithful adherence to the American system requires the voluntary refraining by licensees, or groups of them, from using their own broadcasting facilities to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrine or personal beliefs. We suggest that an essential practice in the continued successful operation of the American system of broadcasting appears to be that in which licensees of stations will make reasonably available their stations for use by all classes and creeds on a fair and equitable basis having due regard, of course, for the necessity of rendering a balanced program service to sustain the interest of the public in their broadcasts.

"The evidence shows that at the present time, by far the major portion of the financial support of radio broadcasting in this country is as a result of advertising, both national and local. This differs greatly from the practice of many foreign countries where the support for service is obtained by direct taxation on the receiver-purchasing public. Congress has never directed that such an additional tax burden be placed on the people.

"One of the greatest advantages of the American system of broadcasting is that it is sufficiently flexible to be capable of improvement, and it is undoubtedly true that in any such new art as radio broadcasting, progress can be made and improvements should be continuous. To state that broadcasting has arrived at its ultimate place in the cultural and economic welfare of the nation, is not our accepted premise and neither do we feel that such is the view of the public nor of the industry itself. We feel that undoubtedly the public and the industry realize that while the existing system has rendered most meritorious service, it is subject to improvement, and that all can benefit by experience.

Suggested Station Questionnaire to be Used By FCC for Statistical Summaries

1. Station call letters _____, year ending (annual closing date nearest_____) 193__.
2. (a) Is station a network affiliate? ____ (b) If so, specify which networks _____. (c) If so, state the dates of affiliation with networks _____ 193__. (d) If so, give average number weekly sustaining program hours taken from each network _____.
3. Average number weekly sustaining program hours furnished by station_____.
4. State results of operations by the station for the year (See Item 1, above) in accordance with the following form:

(a) Income:

1. Time sales:
   - Network (specify networks) ___ $_____
   - Local _____ _____
   - National spot _____ _____
   - National spot placed locally ____ _____ $_____
2. Program and talent expenses paid by sponsor (see (b) (5), below)__$_____
3. Talent and miscellaneous sales ___ _____ $_____
4. Gross sales _____ $_____
5. Less: Agency Commissions and Time Discounts _____ $_____
6. Less: Net sales _____ $_____

(b) Expenses:

1. Salaries to officers _____ $_____
2. Salaries to all others (except employes included under program expenses as detailed below) _____ _____
3. Payments to national representatives and other time brokerage commissions _____ _____
4. Program expense (include salaries and fees for performers, talent, orchestras, announcers, production men, script writers, musicians, orchestra units and other organizations furnishing complete programs; transcription services, royalties on music, records, etc.) _____ _____
5. Program and talent expenses paid by sponsor (see (a) (2), above) _____ _____
6. Advertising, sales promotion, miscellaneous selling and publicity _____ _____
7. Repairs, maintenance and supplies _____ _____
8. Rent, light, heat and power _____ _____
9. Wire costs _____ _____
10. All other general expenses not detailed above _____ _____
11. Depreciation—specify rate _____ _____
12. Interest on indebtedness _____ _____
13. Taxes _____ _____
14. Total expenses _____ $_____

(c) Net income for the year (net sales minus total expenses) _____ $_____

DOPE SHEET—Above is the suggested questionnaire to be used by the FCC in procuring statistical summaries of station operations, as proposed by Commissioner T. A. M. Craven, in his report on social and economic considerations in radio. He also recommended an elaboration of the log form used by engineers to secure factual data dealing with the character of programs and their sponsorship.

Industry Developed Despite Major Depression

"However, in accomplishing improvements it should be remembered that the existing radio broadcast system is the product of a new art which like other new industries, has developed in advance of complete understanding of its social significance. It should also be realized that the major development of the industry has occurred during the most devastating economic depression of recorded national history, and that for this reason it is difficult to isolate factors which are justifiably chargeable solely to direct faults of the industry.

"It is our conception that this rapidly growing but young industry has already rendered much excellent service in the interest of the public and that, while it can be improved, it should be given the opportunity to do so with the cooperation and guidance of the Federal regulatory body within the provisions of the Communications Act of 1934. This is one of the many reasons that this Department feels that the procedure to accomplish the improvement previously recommended by it—briefly, 'evolution, cooperation and voluntary action, in accordance with sound economics and sound engineering'—is a wise course which will not only create a responsive action from the industry, but will also react ultimately to the benefit of the public in the 'social' aspects of radio without sacrifice of the continuity of good broadcast service to the public.

"In further justification of this suggestion, the Department feels that not only the Commission but also the industry, has at this time insufficient factual data of an economic and social character upon which to reach final conclusions to make radical changes. The evidence given at the hearing, as well as other data available in the files of the Commission, are in our opinion insufficient to justify at this time a revolutionary course on the part of the Government regulatory body.

"It is impossible to disregard economic factors and their consequent influence upon the radio service rendered the public, because in any system of broadcasting in the United States, the ability to secure sustained financial support governs to an important extent the character of the resultant service that can be rendered to the public either from a national or a local standpoint. Therefore, a dispassionate common sense application of sound business principles, coupled with an objective of an ideal social service to the public, is necessary to the proper consideration of the broadcasting problems of the United States."

No Evidence of Monopoly Control by Networks

In dealing with networks *per se*, and with charges hurtled during the hearings of monopolistic tendencies, the Craven report said there is no evidence that the three national chain companies, the 23 regional network groups and the 303 stations affiliated with networks [as of July 1, 1937] "have combined for the purpose of controlling the channels of mass communication in a manner inimical to the interest of the public."

The conclusion was reached, however, that under section 303 (1) of the Communications Act, the Commission can, if necessary, "exercise a degree of control over stations engaged in chain broadcasting, and hence of chains, because if after due legal process it can be proved that the performance of any station during its previous license period has not been in the interest of the public, the Commission has the power to refuse to renew the license or to renew same under specific limitations."

High praise for network programs, based on evidence at the hearings, was expressed by the Commissioner. The network system of distribution, he said, "has made the world's finest programs available to thousands of communities large and small; programs which they prefer and which they would be unable otherwise to enjoy. Networks have made it possible for national audiences to listen to programs of world, national and regional importance. Network connections are advantageous to individual stations.

"It is the opinion of the Engineering Department that networks are essential and also that sound competition must be preserved. Competition of stations and networks for the attention of the American audience is the life of the American system, and the present high standard of many American programs may be attributed to a large degree to the keen competition of networks, individual stations, sponsors and especially of the performing talent, who also

(*Continued on page 34*)

BIG, YES!— —AND BUSY!

FAR be it from us to boast about our dexterity or showmanship — but during *every day* of 1937, big Station WHO carried more than eleven hours of commercial time —over 4200 hours for the year!

The reason for this amazing score is simply this: WHO *alone* gives advertisers the whole big state of Iowa, plus another great territory that we call IOWA PLUS . . . WHO's daytime coverage is as big as TWO Iowas. At night, we reach out to (and draw mail *from*) every state in the Union!

The little chart at the right illustrates the facts about Iowa power and cost. May we tell you the even more startling story of *results?*

WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts. . . . The cost-figures speak for themselves.

WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . FREE & PETERS, INC., REPRESENTATIVES

Advertising Value Of Radio Outlined

H. K. Boice Has the Answers To Broadcast Problems

H. K. BOICE, CBS vice-president in charge of sales, is in a position to know about the radio questions that advertising men ask from time to time. He is in just as good a position to answer their questions.

Radio, by Mr. Boice, provides the answers in concise and comprehensive form. It is a CBS reprint of a chapter in the *Handbook of Advertising*, by Weiss, Larrabee and Kendall which is published by McGraw-Hill Book Co., New York.

From the first chapter, titled "How Big is Radio?" to the last one, "Why Is Radio So Effective?" Mr. Boice draws on statistics and advertising psychology to present a radio case in simple and convincing language.

Who Listens?

Data of the Joint Committee, NAB, Dun & Bradstreet and Radio Manufacturers' Association on the size of the radio audience answer the "How Big Is Radio" question. The chapter "Who Listens—And How Do We Know" reproduces figures from CBS promotion manuals. Methods of surveying the radio audience are summarized in the chapter "How Do We Know They Listen?"

The radio family spent an average of $30 in 1936 for radio listening, Mr. Boice explains in answering the question, "Is Radio Circulation 'Free Circulation'?" The sales records of some advertisers who use time opposite outstanding programs are mentioned in a chapter on air "competition."

The usual contentions about products "not suited" to radio meet a straightforward reply in the chapter "But My Product is Different." The value of institutional programs is treated from both a philosophical and sales standpoint. Human reactions to the radio message are condensed into a short chapter, after which Mr. Boice goes into an explanation of "What Makes a Program Popular?", and then cites some graphic case histories to prove that radio really sells goods.

Spot broadcasting has a place in the radio sun and it achieves a chapter in Mr. Boice's ground-covering discussions, covering five pages, one of the longest chapters. The "Can I Afford Radio?" question is answered with a review of radio's adaptability to all sorts of sales situations.

A brief television chapter points out that commercial television is inevitable and that at first it will reach the upper income class. The final chapter summarizes the advantage of radio under the title "Why Is Radio So Effective?"

Ice Discs to Dealers

NATIONAL ICE INDUSTRIES Inc., Chicago, through Donahue & Coe, New York, is producing a series of WOR transcriptions of its NBC show, *Homemakers' Exchange*, with Eleanor Howe. The discs are being sent to local ice manufacturers for placement. About 35 stations will be used during February, with more to be added later.

Radio Sets Found in 82% of Homes; Nearly 8 Million Sets Sold Last Year

BASED on its 1937 survey of retail radio sales, the dealer trade journal *Radio Retailing* in its January issue reports that 26,428,797, or 81.99% of all homes in the United States, are now equipped with electric or battery sets. Thirteen states, it was disclosed, have 90% or more of their homes equipped with radio, led by Connecticut State for which the estimate is 99.94% of saturation.

Somewhat more conservative, the competitive journal *Radio Today*, edited by O. H. Caldwell, estimates 25,804,300 as the number of radio homes in the United States as of Jan. 1, 1938, as compared to 24,400,000 a year earlier. It does not attempt percentages and its figures vary considerably from those of *Radio Retailing*.

While *Radio Retailing* reports that domestic set sales during 1937 numbered 7,631,267 as compared with 8,158,290 in 1936, *Radio Today* gives the 1937 figure as 7,700,000, including 1,800,000 auto radios and 680,000 sets exported. *Radio Retailing* gives the 1937 retail dollar volume of radio set sales as $404,457,150 while *Radio Today* places the figure at $450,000,000.

According to *Radio Retailing*, there were 1,353,000 auto radios sold during 1937 valued at retail at $52,767,000 and it estimates 5,000,000 auto sets now in use. According to *Radio Today*, 1,800,000 auto radios were sold, valued at $90,000,000—and it also estimates 5,000,000 auto sets now in use.

Both trade journals report 1937 drops from 1936 due chiefly to the last quarter business recession.

'Radio Retailing' Estimates

Radio Retailing's estimates of the number and percentage of radio homes by states follows:

	Radio Homes	% Total Homes
Alabama	299,280	45.70
Arizona	73,067	70.23
Arkansas	217,268	44.45
California	1,718,707	93.28
Colorado	239,656	83.68
Connecticut	431,752	99.94
Delaware	54,636	81.01
District of Columbia	150,411	88.76
Florida	271,324	61.90
Georgia	388,020	55.09
Idaho	87,928	71.51
Illinois	1,942,188	94.66
Indiana	715,488	77.64
Iowa	583,596	87.35
Kansas	403,680	81.86
Kentucky	364,008	52.73
Louisiana	301,600	60.26
Maine	189,776	87.12
Maryland	371,200	90.86
Massachusetts	1,056,968	96.24
Michigan	1,086,456	90.20
Minnesota	621,296	93.18
Mississippi	193,024	40.26
Missouri	821,860	77.46
Montana	106,372	74.79
Nebraska	309,488	89.39
New Hampshire	115,652	85.94
Nevada	27,013	88.80
New Jersey	1,041,100	96.36
New Mexico	56,028	56.02
New York	3,309,987	98.89
North Carolina	396,488	55.06
North Dakota	116,580	76.28
Ohio	1,620,404	92.17
Oklahoma	388,690	63.59
Oregon	251,024	83.83
Pennsylvania	2,248,544	93.46
Rhode Island	164,583	97.88
South Carolina	202,536	50.76
South Dakota	124,120	76.05
Tennessee	381,524	56.57
Texas	1,000,036	67.24
Utah	98,600	81.50
Vermont	83,984	86.17
Virginia	390,804	64.70
Washington	402,404	84.94
West Virginia	278,400	67.92
Wisconsin	668,856	92.35
Wyoming	52,481	84.64
U. S.	26,428,797	81.99

'Radio Today' Estimates

Radio Today's estimates of the number of radio homes by states as of Jan. 1, 1938, follows:

	Radio Homes
Alabama	291,000
Arizona	70,600
Arkansas	211,000
California	1,580,000
Colorado	233,000
Connecticut	420,000
Delaware	53,000
District of Columbia	141,000
Florida	263,000
Georgia	388,000
Idaho	85,300
Illinois	1,880,000
Indiana	696,000
Iowa	565,000
Kansas	392,000
Kentucky	354,000
Louisiana	293,000
Maine	184,000
Maryland	360,000
Massachusetts	1,060,000
Michigan	1,055,000
Minnesota	602,000
Mississippi	187,000
Missouri	795,000
Montana	103,500
Nebraska	300,000
Nevada	24,400
New Hampshire	113,000
New Jersey	1,010,000
New Mexico	54,500
New York	3,370,000
North Carolina	384,000
North Dakota	130,000
Ohio	1,570,000
Oklahoma	387,000
Oregon	244,000
Pennsylvania	2,190,000
Rhode Island	169,000
South Carolina	196,000
South Dakota	120,000
Tennessee	370,000
Texas	970,000
Utah	95,900
Vermont	81,500
Virginia	344,000
Washington	390,000
West Virginia	270,000
Wisconsin	650,000
Wyoming	50,000
U. S.	25,804,300

Canadian Convention

AT THE annual convention of the Canadian Association of Broadcasters to be held at Ottawa Feb. 7-8, the main subject will be exclusive station representation. It is understood a committee is likely to be formed to work in conjunction with the Canadian Broadcasting Corp. on the subject of station and advertising regulations, which subjects will be thoroughly discussed with the CBC at the convention. Canadian advertisers and advertising agencies are also expected to be officially represented to take part in the discussions, while it is planned to have some American advertising executives present to address the broadcasters.

Noel Out at KXBY

SIDNEY Q. NOEL, president of KXBY, Kansas City, and head of First National Television Inc., in which Sam Pickard heads the group holding controlling interest, has left that organization and has not announced his future plans. A meeting of the company board was scheduled for Jan. 29 for reorganization and the naming of a new manager for both the television school and radio station.

Dri-Brite Scheduling

DRI-BRITE, St. Louis (wax) plans to start three weekly spot announcements on about 15 stations on Feb. 28. The list is now being compiled. Louis Wertheimer & Co., St. Louis, handles the account.

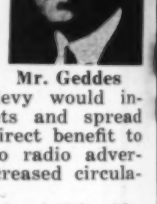
Rural Area Radio Data Not Ready for Release

FIGURES on set ownership in rural areas, tabulated from personal interviews with farm and small town residents in every state in the country, were approved by the technical subcommittee of the Joint Committee on Radio Research at a meeting on Jan. 21. It was decided, however, not to release these independently, but to include them in estimates of set ownership in both rural and urban districts, broken down by states. This task is now under way, with the state totals based not only on this rural study but including figures from a number of other surveys, such as the Daniel Starch survey for CBS and the study recently made by George Gallup's Institute of Public Opinion. The breakdown of set ownership by states will probably be ready for release the latter part of the month.

Following this, work will be begun on a further breakdown of radio homes by counties, which will take until late in the spring to complete. The five-county study [BROADCASTING, Jan. 15] of listening area tests was also reviewed by the subcommittee, which planned further tests of this method of application study in other areas.

LOWER TAX ON SETS IS SOUGHT BY RMA

REPEAL or reduction of the 5% excise tax on radio receiver sales was urged by the Radio Manufacturers Association Jan. 20 at a hearing before the House Ways & Means Committee, in testimony opposing any tax or other burden on radio.



Mr. Geddes

Bond Geddes, executive vice-president, told the committee that repeal or reduction of the levy would increase sales of sets and spread employment. The direct benefit to broadcasters and to radio advertisers would be increased circulation.

RMA spokesmen, headed by Mr. Geddes contended that the radio tax was a special burden on the greatest agency of mass communication; that its repeal or reduction would increase sales, employment and spread the utility of radio to many millions more American homes; that radio is no longer a luxury, and that conditions now are far different than when Congress enacted the tax in 1932.

RMA President Leslie F. Muter asserted that repeal or reduction of the tax would permit radio to go into 4,000,000 homes now without it. With such action, set prices would be reduced, he declared, and greater public service provided. He pointed out that by radio, public officials can reach the voting populace direct, without any "interpretation" as in the press.

A SERIES of four weekly discussions of broadcasting, consisting of colloquies between Frank Mullen, manager of the RCA department of information, and Percy Winner, NBC director of shortwave broadcasts, began on the NBC-Blue *Farm & Home Hour* Jan. 17, to be heard also on Jan. 24, Feb. 7 and Feb. 21.

THE NEXT TIME THIS HAPPENS IN OKLAHOMA

WKY WILL BE THERE

with its new 200-watt mobile transmitter!

• To the finest and most complete studio and transmission facilities in the Southwest, WKY has just added a specially designed 200-watt mobile transmitter.

Ready at an instant's notice to speed to any point in the state, WKY will make its listeners eye-witnesses to every big, dramatic and newsworthy event in the state while it is happening.

Flood . . . Fire . . . Blast . . . Tornado . . . Wreck . . . Kidnap . . . Posse . . . WKY will be there, not only to report the event but to serve public interest, convenience and necessity.

An important factor in WKY's ability to give Oklahoma its finest and most complete radio service year after year has been its continuous addition of new, finer and more complete broadcast facilities.

Keeping in the forefront in facilities and in programming keeps Oklahoma listening to WKY . . . keeps WKY the most effective and economical station in the state with which to translate your advertising into sales.

WKY *Oklahoma City*

Representative—E. Katz Special Advertising Agency

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

XUM

Drug and Cosmetic Industry Is Largest Network Sponsor

Food Ranks Second in Use of Radio Facilities in 1937

MOST EXTENSIVE user of time on the nationwide networks during 1937 was drug and toilet industry, accounting for a gross billing of $19,132,985, more than 25% of the combined gross billings of the three networks, which totaled $69,600,034 for the year. Second came foods and food beverages. whose makers spent $18,072,421 for network advertising. Other classes whose network advertising for the year passed the million dollar mark are, in descending order, tobacco, automotive products, soaps, lubricants and fuel, radios and musical instruments, and confectionery.

NBC reported 134 advertisers for the year, whose average expenditure for network time was $288,442. CBS had fewer advertisers, but their average was higher, 88 clients averaging $326,388. On MBS the 68 sponsors spent an average of $32,745 each. Average expenditure per advertiser per network was $240,000.

NBC declined to give out individual billings, but of Columbia's 88 advertisers, 47 had expenditures exceeding $100,000 and nine were in the million-dollar class. These latter, in order of their rank, were: Lever Brothers Co., $2,182,123; Colgate-Palmolive-Peet Co., $1,880,870; Liggett & Myers Tobacco Co., $1,806,541; Ford Motor Co., $1,649,309; American Tobacco Co., $1,562,480; William Wrigley Jr. Co., $1,241,054; General Mills Inc., $1,238,912; Campbell Soup Co., $1,166,128; American Home Products Co., $1,144,318.

Agencies Placing on CBS

None of the CBS clients last year placed its business direct, the total sum being billed to 66 agencies, 36 of which placed more than $100,000 with CBS and eight of which had billings totaling more than a million. These were: Ruthrauff & Ryan Inc., $3,243,443; Benton & Bowles Inc., $2,433,779; Blackett-Sample-Hummert Inc., $2,052,412; N. W. Ayer & Son Inc., $2,043,329; Newell-Emmet Co. Inc., $1,806,541; Lord & Thomas, $1,671,007; Neisser-Myerhoff Inc., $1,232,960; F. Wallis Armstrong Co., $1,128,540.

Only one of Mutual's sponsors spent more than $100,000 for time on this network; Gordon Baking Co., which purchased $193,883 worth of time for the broadcasting of its *Lone Ranger* program. Four agencies placing time on MBS exceeded this amount: Erwin, Wasey & Co., $224,611; Brooke, Smith, French & Dorrance, $224,229; Ruthrauff & Ryan Inc., $125,573, and Blackett-Sample-Hummert Inc., $117,665.

Difference between the total MBS billings for 1937 as shown in the breakdown by industry classifications ($2,226,630) and the total previously reported [BROADCASTING, Jan. 15] ($1,949,654), is accounted for by the fact that the larger figure represents gross billings, while the smaller was based on billings before agency discount but after frequency discount had been allowed. Both NBC and CBS figures are based on one-time rates, before any discounts are deducted.

1937 Network Advertisers by Industries

	NBC	*CBS*	*MBS*	*Totals*
Automotive	$ 2,726,825	$ 3,907,343	$ 47,635	$ 6,681,803
Building Materials	235,989	4,308		240,297
Cigars, Cigarettes, Tobacco	1,716,638	5,040,336	32,252	6,789,226
Clothing	75,164		33,462	108,626
Confectionery, Beverages	122,688	1,507,214	12,004	1,641,906
Drugs & Toilet Goods	13,322,990	5,114,454	695,541	19,132,985
Financial & Insurance	360,491	446,494	9,815	816,800
Foods & Food Beverages	11,008,762	6,437,273	626,386	18,072,421
Garden & Field	5,200			5,200
House Furniture & Furnishings	190,623	422,555	18,005	631,183
Jewelry & Silverware	156,756	85,695	18,689	261,140
Lubricants & Fuel	2,045,918	1,992,889	26,166	4,064,973
Machinery, Farm Equipment	13,344	114,690		128,034
Paints & Hardware	354,339			354,339
Radios & Musical	1,275,184	824,225		2,099,409
Schools & Corres. Courses	8,940	3,960	4,100	17,000
Shoes & Leather	185,142			185,142
Laundry Soaps & Housekeepers Supplies	3,392,383	2,233,933	235,676	5,861,992
Sporting Goods	156,356			156,356
Stationery & Publishers	437,546	158,235	234,194	829,975
Travel, Hotels, Amusement	4,590	37,708		42,298
Wines & Beers	58,020			58,020
Miscellaneous	797,398	390,806	232,705	1,420,909
Totals	$38,651,286	$28,722,118	$2,226,630	$69,600,034

Agency Billings on CBS

Ruthrauff & Ryan	$3,243,443
Benton & Bowles	2,433,779
Blackett-Sample-Hummert	2,052,412
N. W. Ayer & Son	2,043,329
Newell-Emmett Co.	1,806,541
Lord & Thomas	1,671,007
Neisser-Myerhoff	1,232,960
F. Wallis Armstrong Co.	1,128,540
Young & Rubicam	990,428
BBDO	949,326
William Esty & Co.	942,162
J. Walter Thompson Co.	838,492
Hutchins Adv. Co.	790,805
Maxon, Inc.	730,633
Buchanan & Co.	558,045
Knox Reeves Adv.	551,632
Gardner Adv. Co.	530,614
Lennen & Mitchell	528,706
Arthur Kudner	440,040
MacManus, John & Adams	437,900
Hays MacFarland & Co.	381,282
Campbell-Ewald Co.	375,425
Biow Co.	357,735
Geyer, Cornell & Newell	348,850
Morse International	323,320
Stack-Goble Adv. Co.	286,138
Paris & Peart	275,275
D'Arcy Adv. Co.	265,170
Roche, Williams & Cunnyngham	220,378
Federal Adv. Agency	210,650
Wessel Co.	201,865
Albert Frank-Guenther-Law	190,509
McCann-Erickson	185,870
Lambert & Feasley	160,480
Brooke, Smith & French	147,690
Donahue & Coe	104,850
E. W. Hellwig Co.	92,505
Rohrabaugh & Gibson Adv. Agency	89,625
Compton Adv. Inc.	85,500
Cooperative Adv. Inc.	69,740
Charles R. Stuart	54,120
Fletcher & Ellis	52,303
Peck Advertising Agency	44,775
Botsford, Constantine & Gardner	38,405
Cockfield, Brown & Co.	37,588
Lawrence C. Gumbinner Adv. Agy.	29,525
L. D. Wertheimer Adv.	22,960
Milton Weinberg Adv. Co.	22,420
Hixson-O'Donnell Adv.	17,610
McCord Co.	16,120
Barnes-Chase Co.	14,526
Westco Adv. Agency	13,060
Caples Co.	11,795
James F. Fay Co.	11,040
A. J. Denne & Co.	10,869
Broadcast Adv.	9,386
Frances Hooper Adv. Agency	8,094
Gillham Adv. Agency	6,480
A. McKim Ltd.	5,940
Pacific Market Builders	5,681
Raymond R. Morgan Co.	4,320
Walker & Downing	3,775
Baker Adv. Agency	2,700
Walsh Adv. Co.	2,500
James Houlihan	1,485
Sidney Garfinkel Adv. Agency	990
TOTAL	$28,722,118

TO COVER all Broadway theatre openings, WMCA, New York, has appointed Martin Starr an assistant dramatic critic to Harry Hershfield, regular WMCA play reviewer. Starr conducts a weekly movie review called *Movie Starr Dust* and will review plays with Hershfield only when two dramas open on the same night.

Agency Billings on MBS

Erwin Wasey & Co.	$224,611.03
Brooke, Smith, French & Dorrance	224,228.71
Ruthrauff & Ryan	125,573.00
Blackett-Sample-Hummert	117,664.70
Franklin Bruck Adv Agency	98,633.00
R. H. Alber Co.	96,556.05
Charles Dallas Reach	91,774.00
Wm. Esty & Co.	91,101.00
BBDO	88,207.90
United States Adv. Corp.	85,185.25
Baggaley, Horton & Hoyt	79,027.50
Kelly, Stuhlman & Zarndt	69,063.90
J. Walter Thompson Co.	67,727.00
H. M. Kieswetter Adv. Co.	63,817.56
Young & Rubicam	57,902.40
Albert M. Ross Co.	54,731.00
Scholtz Adv. Co.	46,410.66
Thompson Koch Co.	44,660.00
Roche, Williams & Cunnyngham	40,030.80
H. W. Kastor & Sons	33,462.00
Redfield-Johnstone	32,466.00
Luckey Bowman	30,815.00
Cecil, Warwick & Legler	28,586.50
Howard E. Williams Adv.	20,811.00
Dorland International	19,632.10
Presba, Fellers & Presba	18,005.00
Vanderbie & Rubens	17,451.00
N. W. Ayer & Son	16,720.00
Stack-Goble Adv. Agency	16,610.00
Hanff Metzger of Ill.	16,080.00
Russell M. Seeds Co.	12,720.00
Benson & Dall	12,511.99
Hays MacFarland & Co.	12,398.00
Badger-Browning & Hersey	12,003.75
Rogers & Smith	10,926.67
Peck Adv. Agency	10,436.00
Brown & Tarcher	9,760.50
Biow Co.	7,858.32
Mitchell-Faust Adv. Agency	7,643.75
Aubrey Moore & Wallace	6,360.00
Lord & Thomas	5,600.00
Fisher, Zealand & Co.	5,072.00
Degarmo Corp.	4,745.00
Kirtland-Engle	4,284.00
Chambers & Wiswell	4,277.50
Critchfield Co.	4,109.00
Small & Seiffer	4,050.00
Weston-Barnett	3,744.00
Rocke News Syndicate	3,288.00
Reincke-Ellis-Younggreen & Finn	3,120.00
Fairfax Adv. Agency	2,283.00
Frank Presbrey Co.	1,224.00
Leighton & Nelson	600.00

Rexall's Winter Discs

UNITED DRUG Co., Boston (Rexall), is placing five quarter-hour transcriptions, *Rexall Coast-to-Coast Frolics*, on about 200 stations, to be broadcast Jan. 31, Feb. 2, 4, 9 and 11. Production was by Spot Broadcasting Inc.; agency is Street & Finney, New York.

CBS has extended for 13 more weeks the *Stories of Industry* series, heard Saturdays, 5-5:30 p. m. (EST), and related by Harry R. Daniel of the Department of Commerce from scripts prepared by the U. S. Office of Education.

Food Clients Attained Higher Ranking Among WBS Sponsors in 1937

FOODS and food beverages increased their ranking among sponsors using WBS transcriptions in 1937, tying drug and toilet goods industries, which were first the year before. A total of 120 separate campaigns for advertisers in 14 classifications used WBS transcriptions in 1937, an increase of 16.5%. The time used totaled 32,819 station hours, a gain of 33% over 1936. Following is an industry list with campaign breakdown as announced by WBS:

	No. of Campaigns	
Industry	*1936*	*1937*
Automobile	6	7
Clothing	2	4
Drugs & Toilet Goods	24	26
Farm Equipment	2	2
Foods & Food Beverages	21	26
Financial & Insurance	0	2
Household Appliances	6	3
Jewelry & Silverware	2	2
Laundry Soaps and Cleaners	7	9
Oil & Gasoline	5	7
Paints	5	5
Radios	3	2
Miscellaneous	18	21
TOTAL	103	120

NBC Boosts Daytime

ADDITION of 13 new advertisers during 1937 to the list of sponsors of daytime broadcasts on NBC and the action of three previous daytime sponsors in adding programs for additional products helped to raise advertisers' expenditures for daytime on NBC to an all-time high of $10,368,566, an increase of 34% over 1936. The network's daytime revenue has more than doubled in the last five years, it reports, rising from a 1933 billing of $4,355,146 to $5,232,133 in 1934, $5,513,294 in 1935, and $7,695,482 in 1936. As of Jan. 14, 1938, NBC had 23 advertisers sponsoring a total of 56½ daytime hours weekly. Of the 43 daytime advertisers on NBC last year, 14 started use of day broadcasts in 1933, three in 1934, five in 1935 and eight in 1936.

WEAF Off 85 Minutes

WEAF, New York, was off the air for an hour and 25 minutes Jan. 25, because of a power failure at a Long Island Lighting & Power Co. sub-station in Bellmore. The failure occurred at 1:45 p. m. interrupting a sustaining program. At 3 p. m., when service had still not been resorted, WEAF commercials were switched to WJZ, whose sustaining programs were cancelled. This had no effect on Red network stations in other parts of the country.

NBC received more than 520 calls from New York listeners during the silent period. This was the first serious power failure to affect the station in more than six years. In January, 1936, when mid-town New York was plunged into darkness by a power failure, a special battery supply system in NBC's Radio City studios was put into service, broadcasting continuing without interruption. The battery power was useless in this instance, however, as the trouble occurred outside the studio.

Again Detroit Shows the Way
$100,000,000 Expansion Program in Full Swing

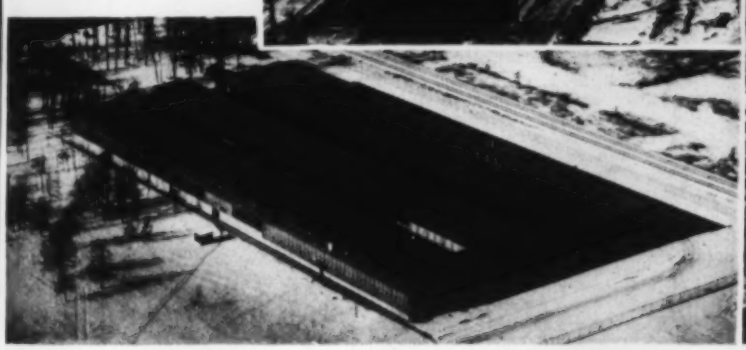
Left: The new Chrysler-Dodge unit of the Chrysler Corporation's $2,500,000 expansion program. This unit will cost $250,000, employ 4,000 workers and require $4,000,000 in equipment.

Right: One of the new units in the Ford Motor Company's $40,000,000 expansion program, now under way.

Above: The Briggs Manufacturing Company is hastening completion of this new $3,000,000 unit for the manufacture of auto accessories.

Below: The General Motors Corp. is constructing a new Diesel unit, one of the projects in this firm's $1,500,000 expansion program.

Below: In Ecorse and on Zug Island. near Detroit, the Great Lakes Steel Corp. is carrying out a $20,000,000 expansion program.



WWJ IS FIRST IN THE DETROIT MARKET!

What an important story the above pictures tell. The story of a great market (America's third, judged by both payroll and personnel) rapidly growing greater by virtue of a vast $100,000,000 expansion program, now in full swing!

Think what that means in jobs, pay envelopes, purchasing power! Then think what it means to the radio advertiser wishing to get into this market to be on WWJ—preferred by 39% of the homes of Detroit, by actual survey!

These Pictures of New Detroit Industrial Plants Taken from The News Plane.

America's Oldest Radio Broadcasting Station

WWJ

National Representatives
CRAIG & HOLLINGBERY, INC.
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

Owned and Operated by The Detroit News

Wheeler - Lea Bill To Regulate Ads Now in Conference

Minor Amendments Offered to Advertising Legislation

THE SENATE on Jan. 25 sent the Wheeler - Lea Trade Commission bill to conference for what was termed "perfecting amendments." This action was taken on the motion of Majority Leader Barkley (D-Ky.) who acted on behalf of Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce committee.

When the bill, broadening the base of the FTC in issuing cease and desist orders, and amended by the House to give the Commission broad powers in dealing with false and misleading advertisements of foods, drugs, devices and cosmetics, reached the Senate Jan 13, the day after its passage by the House, Senator Wheeler moved to concur in the House amendments. This would have sent the measure to the White House for the President's signature. But Senator Copeland (D-N.Y.), author of the Senate food and drug bill now pending before the House Interstate and Foreign Commerce Committee objected.

Changes Needed

Although the FTC approved this action by Senator Wheeler, it now appears that Senator Copeland rendered the Commission a distinct service by objecting to immediate passage. A careful reading of the bill as passed by the House revealed that it was not in the desired form. FTC officials attributed the need for "perfecting amendments" to "clerical mistakes."

Because there are no major differences of opinion between the Senate and House authors of the bill, the conferees are expected to perfect quickly the legislation and ask for adoption of a conference report, which is a privileged matter in both bodies and can be called up for consideration at any time.

Meanwhile the House Interstate & Foreign Commerce Committee has set hearings on the Copeland food and drug bill (S-5) which contains the advertising provisions of the Wheeler-Lea bill but provides for their administration by the pure Food & Drug administration of the Department of Agriculture. The hearings are to follow those now being held by the committee on the freight-train length bill. Since the House has passed the Wheeler-Lea bill the Committee will strike the section of the Senate bill dealing with advertising.

Copeland Doesn't Object

Senator Copeland has voiced no objection to the Wheeler-Lea bill but he is insisting on House action to secure passage of the other features of his measure. In fact no sentiment has developed in the Senate against placing the administration of the advertising section of the food and drug bill under the FTC and had not the "clerical errors" been discovered it is believed the legislation would now be on its way to the White House.

Senator Bailey (D-N.C.), who took a prominent part in the debate that marked passage of two food and drug bills by the Senate during the last three years, voiced approval of the Wheeler-Lea bill. Disagreement between the House and Senate over whether jurisdiction of the added powers should be lodged with the Food & Drug Administration or the FTC had delayed enactment of the legislation.

Senator Bailey said he had always insisted that the administration of legislation dealing with food and drug advertising should be handled by a quasi-judicial body like the FTC and not by a bureau in the Department of Agriculture. He expressed satisfaction with the Wheeler-Lea bill and predicted its enactment, along with the other features of the Copeland bill, at this session.

Vice-President Garner appointed Senators Wheeler, Wagner (D-N. Y.) and Davis (R-Pa.) as Senate conferees on the Wheeler-Lea bill while Speaker Bankhead named Chairman Lea (D-Calif.) of the House Foreign and Interstate Commerce Committee, Representatives Chapman (D-Ky.), Pearson (D-Tenn.), Wolverton (R-N. J.), and Reece (D-Tenn.).

SPADEWORK—A symbol of radio's progress. Don E. Gilman, NBC western division vice-president, breaks ground for NBC's new $2,000,000 Hollywood studios and executive building. Judge Harlan G. Palmer, publisher of the *Hollywood Citizen-News*, points to the plot while Otto K. Olesen, president of the local Chamber of Commerce looks on. Man with the trowel (right) is Donald W. Thornburgh, CBS Pacific Coast vice-president, at the CBS dedication of its new $2,000,000 studios and offices on the newly named Columbia Square, in Hollywood.

Mankato, Minn., Station Authorized by the FCC

ANOTHER new station in Minnesota has been authorized by the FCC, which has granted F. B. Clements & Co., a partnership, authority to erect a new outlet in Mankato to operate with 100 watts night and 250 day on 1500 kc. During 1937 the FCC authorized three new stations in Minnesota—KATE, Albert Lea, and KWNO, Winona, now on the air, and KFAM, St. Cloud, expected to start in April.

The new Mankato station will have as its commercial manager C. E. Madison, veteran amateur, onetime manager of WNAX, Yankton, S. D., now in the employ of the Southern Minnesota Supply Co., a Clements enterprise. Partners in the station venture are F. Braden Clements, automobile and oil distributor; his wife, Clara D. Clements, and his brother, C. C. Clements. Call letters will be KYSM.

DAYTIME STATION GIVEN GALESBURG

A NEW station in Galesburg, Ill., which once had a local broadcasting station that was ordered deleted because of inadequate operation, was authorized by the FCC in a decision reached Jan. 19, authorizing construction of a 250-watt daytime outlet on 1500 kc. Operator of the station will be the Galesburg Broadcasting Co., with an authorized capital stock of $20,000, or 200 shares at $100 par value, of which $10,000 is already paid in. President and general manager will be Howard A. Miller, recent graduate of Knox College, formerly with WWAE, Hammond, Ind.

Mr. Miller holds 30 of the 100 shares of issued stock, the other officers and stockholders being Sidney Nirdlinger, vice-president, who is also vice-president of a local bank and paving brick company, a director of the local telephone company and a director of the *Galesburg Register-Mail*, 30 shares; Burrel Barash, secretary, local lawyer and business man, 10 shares; L. A. Pritchard, treasurer, advertising manager of the *Register-Mail*, no shares; Homer N. Custer, general manager of the *Register-Mail*, 30 shares.

The Commission held that Galesburg, county seat of Knox County, was at present inadequately served by radio, the nearest other stations being at Peoria, 45 miles away, and Carthage, 55 miles away with only "fair" reception from Chicago stations and from WLW, Cincinnati. Accordingly, it sustained the recommendation of Examiner Hyde favoring the grant.

Application of Richard Field Lewis, part owner of KDON, Monterey, Cal., for a new 1,000-watt daytime station on 1160 kc. in Oakland, Cal., was denied Jan. 19 by the Commission, which held that evidence failed to establish the need for an additional station there.

HAZELTINE Service Corp., New York City, has applied to the FCC for authority to erect a new television broadcast station to operate in the 42-56 and 60-86 mc. bands.

Hollywood Studios Progress Rapidly

Ground Broken at NBC Site; CBS Cornerstone Is Laid

CLIMAXING extended network activities on the West Coast, CBS set the cornerstone of its new $2,000,000 studios Jan. 18 and NBC on Jan. 20 dedicated the ground on which its new $2,000,000 studios will be erected.

"A great edifice, designed to house an institution for the betterment and welfare of all." So Donald W. Thornburgh, CBS Pacific Coast vice-president, described the network's new $2,000,000 Hollywood studios and executive building now being erected at Gower St. and Sunset Blvd., as he set the cornerstone of the structure.

More than 30 state and city officials, as well as civic and industrial leaders participated in the ceremonies lauding the progress made by CBS. George McCall, CBS commentator, told the historical background of the location, which was the site of the first Hollywood motion picture studio.

Will Be Ready in April

The ceremony also gives the corner of Gower St. and Sunset Blvd. its first official recognition as Columbia Square. Gary Breckner, CBS West Coast special events announcer, was master-of-ceremonies, introducing the speakers. The new CBS structure of modern classical design is expected to be ready for use by April 1.

Simple and informal groundbreaking ceremonies on Jan. 20 officially marked the start of the new NBC Hollywood studios and executive building to be erected on the northwest corner of Vine St. and Sunset Blvd. Don E. Gilman, NBC western division vice-president, turning the first spade of earth said, "This shovel of earth is more significant than the mere construction of a new building. It is a new era in the development of Hollywood as well. It is a new era in radio production in Hollywood which certainly has the talent and ability to produce outstanding programs".

Otto K. Olesen, president of the Hollywood Chamber of Commerce participating in the ceremony stated that "Today we witness a ceremony for an industry perhaps more important than the motion pictures".

The site of the new $2,000,000 plant extends from Vine St. to Argyle Ave., and from Selma Ave. to Sunset Blvd., and in the early days of motion pictures, was occupied by the Famous Players-Lasky Corp. The new NBC West Coast headquarters will follow a design new to radio. Instead of a single building housing a number of studios, the plant will consist of four individual sound stages similar to those used by motion picture studios.

With construction practically completed, KMTR, Hollywood, will start broadcasting from its new studios at 1000 Cahuenga Blvd., on Feb. 15, according to Victor Dalton, owner. The structure, which will house executive offices, production quarters, and a theater-auditorium, as well as 5 studios, is of the old California-Spanish Mission style of architecture and is built entirely of adobe brick.

Feb. 15th
NAB Post-Convention
Issue

A gavel starts a battery of presses...

When the final gavel sounds, adjourning the 1938 NAB Convention in Washington, February 14 - 16, our presses start turning out the February 15 NAB Post-Convention Issue . . . . carrying a complete, authentic account of the proceedings of this epochal meeting, plus other special features of lasting reference value.

Everyone identified with the business of broadcasting will look to the February 15 number for details of the sweeping reorganization projected for the broadcasters' trade association.

The NAB Post-Convention Issue—BROADCASTING's biggest news issue of the year—offers stations an unsurpassed opportunity to tell their sales stories where the buyers of radio time expect to find them... where they turn to read with full faith and confidence the authentic and complete reports and comments of the radio realm.

☆

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING • WASHINGTON, D·C·

Reserve Space Now!

ADVERTISING FORMS CLOSE FEBRUARY 8th

Regular Rates Apply!

XUM

Bill to Clamp Stiff Censorship On Broadcasts Being Drafted

Senator Herring, and George Porter of the FCC, Working on Proposed Gag Legislation

By WALTER BROWN

SENATOR HERRING (D-Ia) is working with the FCC in drafting a bill proposing a modified government censorship of radio programs, it was learned Jan. 26. He has repeatedly criticized certain types of radio entertainment, especially those for children, but until recently he had reached no definite conclusion as to what action he would take in an effort to "protect the homes against some of the programs now being piped into them."

Now Mr. Herring has decided that legislation is needed and he told BROADCASTING that with the aid of George Porter, assistant general counsel of the FCC in charge of broadcasting, he was drafting a bill which would be ready for introduction in about three weeks.

Opposition Likely

"I am working with the FCC in this matter," he asserted. "We have been going into the constitutional questions which are involved."

Any legislation looking toward Government censorship of radio programs, even though in a modified form, is certain to meet strong resistance in Congress. The attitude of Congress since the beginning of radio has been that broadcasting, like the press, should be kept entirely free from Government control so far as programs are concerned. The FCC, of course, already has power to deal with stations which broadcast obscene material and is clothed with authority to protect the public interest.

When Chairman Frank R. McNinch issued a reprimand to NBC Jan. 14 in connection with the Mae West broadcast he indicated the individual stations that carried the program might be dealt with when they sought renewal licenses. Even this action brought criticism, showing that any gesture toward censorship arouses controversy.

If the bill Mr. Herring and Mr. Porter are drafting proposes to carry the Government toward strict censorship, it will draw heavy fire the minute it is dropped in the legislative hopper.

There are, of course, a few members of Congress who are demanding that the FCC exercise a greater degree of control over radio programs. The day before the McNinch statement on Mae West was issued, Rep. Connery (D-Mass.) took the House floor and predicted the action which was to come the next day. He flayed the commission for not protecting "the millions of American homes equipped with radio sets from the intrusion therein of foul, sensuous, or blasphemous radio programs."

During his remarks, Rep. Connery was questioned regarding a board of censorship for the radio industry. Rep. O'Malley (D-Wis.), propounded this question:

"Under the urgings of the people who are active in the League of Decency, the movies managed to clean up some of their pictures. Does not the gentleman believe the radio industry ought to set up a board of censorship, as the motion picture industry had done, to look over the material which goes on the air before it is broadcast?"

"I may say to the gentleman," Mr. Connery replied, "I believe this would be an excellent idea."

Rep. McFarlane (D-Tex.) interrupted to attack the "communications monopoly" and demand Congressional action to end it.

Rep. Connery went back to the 1928 Presidential campaign in his criticism of Chairman McNinch.

Some Political History

"We must bear in mind," Mr. Connery said in referring to Mr. McNinch, "that in 1928, because of his apparent intolerance, he refused to support the Presidential nominee of the Democratic party, and for his betrayal of that honored party which made it possible for him to occupy public office, he was appointed in 1930 to membership on the Federal Power Commission by the Republican candidate who benefited by the treachery of those Democrats, like himself who refused to support the nominee of their party.

"The hearings before the Senate committee on confirmation of the present Chairman of the FCC, as a member of the Federal Power Commission, will interest those who are hoping that the FCC will protect the American home from indecent radio invasion therein."

Rep. Connery concluded with an appeal to the Rules Committee to report favorably the resolution introduced Jan. 28, 1937, by his brother, the late Rep. William P. Connery, calling for an investigation of "the radio monopoly and the FCC."

The frequent criticism of the FCC by Mr. Connery, Mr. McFarlane, and Rep. Wigglesworth (R-Mass.) has failed to stir up any sentiment in the House for an investigation of the Commission. Chairman McNinch still has the confidence of an overwhelming majority of both the House and Senate and none of the resolutions calling for a FCC investigation are expected to receive serious consideration at this session of Congress.

Meanwhile the Senate continues tied in a knot over the anti-lynching bill and Senator Duffy (D-Wis.) has been unable to make any move toward receiving consideration of the copyright treaty or his copyright bill. Rep. Deen (D-Ga.) is still ill at his Alma, Ga., home and no effort has been made to secure action on the copyright bill in the House.

One of the bills being held up by the Senate filibuster is the independent offices supply bill. The Senate appropriations committee has reported the measure and it is now on the calendar. No change was made in the $1,745,000 appropriation which the House provided for the FCC.

CIVIL LIBERTIES
Chief Asks McNinch How Far FCC Intends to Go

ROGER N. BALDWIN, director of the American Civil Liberties Union, New York, on Jan. 19 addressed the following letter to FCC Chairman Frank R. McNinch, in connection with the so-called Mae West ruling:

We note in the press copy of your letter to the National Broadcasting Co., taking the National Broadcasting Co. to task for permitting the broadcast of a feature *Adam and Eve* on Dec. 12. In this letter you state that "the Commission has no power of censorship," but you go on to say that "trespass against the public interest will be charged against every station engaging in such trespass" and that the "Commission will take under consideration this instance along with other evidence tending to show whether or not a particular licensee has conducted his station in the public interest."

We are concerned at comment on this proposed disciplinary action against the National Broadcasting Co. in the light of the Commission's repeated refusals in the past to consider the editorial policies of station managers. On the numerous occasions on which we have protested what we have regarded as departures from a policy of "public interest, convenience and necessity," the Commission invariably replied that it has no power of censorship and could not consider the protest. When we have specifically requested that such instances be taken into consideration in connection with the renewal of licenses not as a means of censorship but as freedom from censorship by station managers on grounds we considered improper, we have been told that this was beyond the Commission's power.

You have now obviously reversed that position. May we therefore inquire whether we may from now on present to the Commission such instances of improper censorship conflicting with public interest as should in our judgment be considered in connection with the renewal of licenses?

FCC Attacked by Newspaper Writers For Rebuke to NBC in Mae West Case

EDITORIAL attacks upon the FCC, and notably its chairman, Frank R. McNinch, because of its public statement on the Mae West "incident" of Dec. 12, in which it rebuked NBC, were among the immediate repercussions to the now famed case decided last month [BROADCASTING, Jan. 15].

Both Heywood Broun and Gen. Hugh S. Johnson, newspaper columnists, assailed the McNinch letter as bordering dangerously close to censorship and against free expression of opinion. President Lenox R. Lohr of NBC, in a statement on Jan. 15—the day he received the communication, but the day following its release by the Commission—said his company agreed with the "high purposes of broadcasting referred to in the published letter." He added, however, that NBC's record of public service for more than a decade "clearly shows that the policies it has pursued are fully in accord with these principles."

Another development was the filing of a copyright infringement suit against Mae West, Don Ameche, J. Walter Thompson Co., Standard Brands Inc., NBC and others by Jane Storm of Los Angeles, alleging that Act 1, Scene 2 of her play "Love and Applesauce" had been lifted. She sought damages in excess of $10,000 along with an accounting of all profits.

Columnist Broun in his syndicated feature *It Seems to Me*, said he thought the FCC "has indulged in dangerous folly in its public statement on the incident." Referring to Mr. McNinch's statement that the feature was "vulgar, indecent and against all proprieties," the columnist added he did not think that the "proprieties" should be any part of the business of the FCC. He added he thought it was a far greater error to shut off Gen. Johnson's talk on venereal diseases than to let *Adam and Eve* go on. NBC, he asserted, should not have apologized "all over the map," but should have made a fight. "At the very least the chain ought to put a speaker on the air who would challenge the right of Mr. McNinch to assume the role of Emily Post for an entire nation," Broun wrote.

Gen. Johnson, in his syndicated column, said the incident itself is water over the dam, but "the Commission's pontifical ponderosity is quite a different matter." After taking apart portions of the McNinch letter, the former NRA chief observed: "The Commission giveth license and taketh away license—blessed be the name of the Commission. This is an arbitary power of economic life or death—no matter what the investment may be and no matter what the public may wish."

He called the letter "a bold and outright prelude to censorship," adding that its effect is a threat, not merely and properly against suit, but "clearly and improperly against free expression of opinion."

Newspaper Criticism

The militantly pro-New Deal *New York Daily News* on Jan. 26 upbraided the FCC and Chairman McNinch in both an editorial and an editorial page cartoon, branding the action as censorship. Asserting that government censorship gets its start in that way, the newspaper said "bureaucrats itchy for more power pick on such things as this Mae West broadcast. Anybody who objects to the bureaucrats' first attack can be counterattacked with charges of sympathizing with indecency." The editorial concluded:

"The FCC should keep its hands off. Its censorship is not needed, and will gradually build up a government stranglehold on the radio if permitted to grow along its present lines. Our radio is the world's only free one. Even England's is government run. If we want to keep our democracy, we must keep our radio free. We believe the stations should now be regarded as having a species of vested interest in their licenses. Uncle Sam should act only as ether wave traffic cop.

"The best way we can think of to clip the claws of the FCC would be to broadcast the daily debates in Congress. There would be plenty of listeners, and the FCC would not have the gall to try to bar from the air any remarks any Congressman or Senator might make.

"The main thing is to stop Government censorship of radio in its tracks, now."

Longines to Expand

LONGINES-WITTNAUER Watch Co., New York, now using time signals, announcements and programs on about 75 stations, plans to increase the number to more than 100 during the next few months. Arthur Rosenberg Co., New York, is the agency.

Powered for Results

EXECUTIVE: "How did you happen to choose Household?"
CLIENT: "I have listened to your program on WJR for over five years."

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

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COLUMBIA BASIC NETWORK

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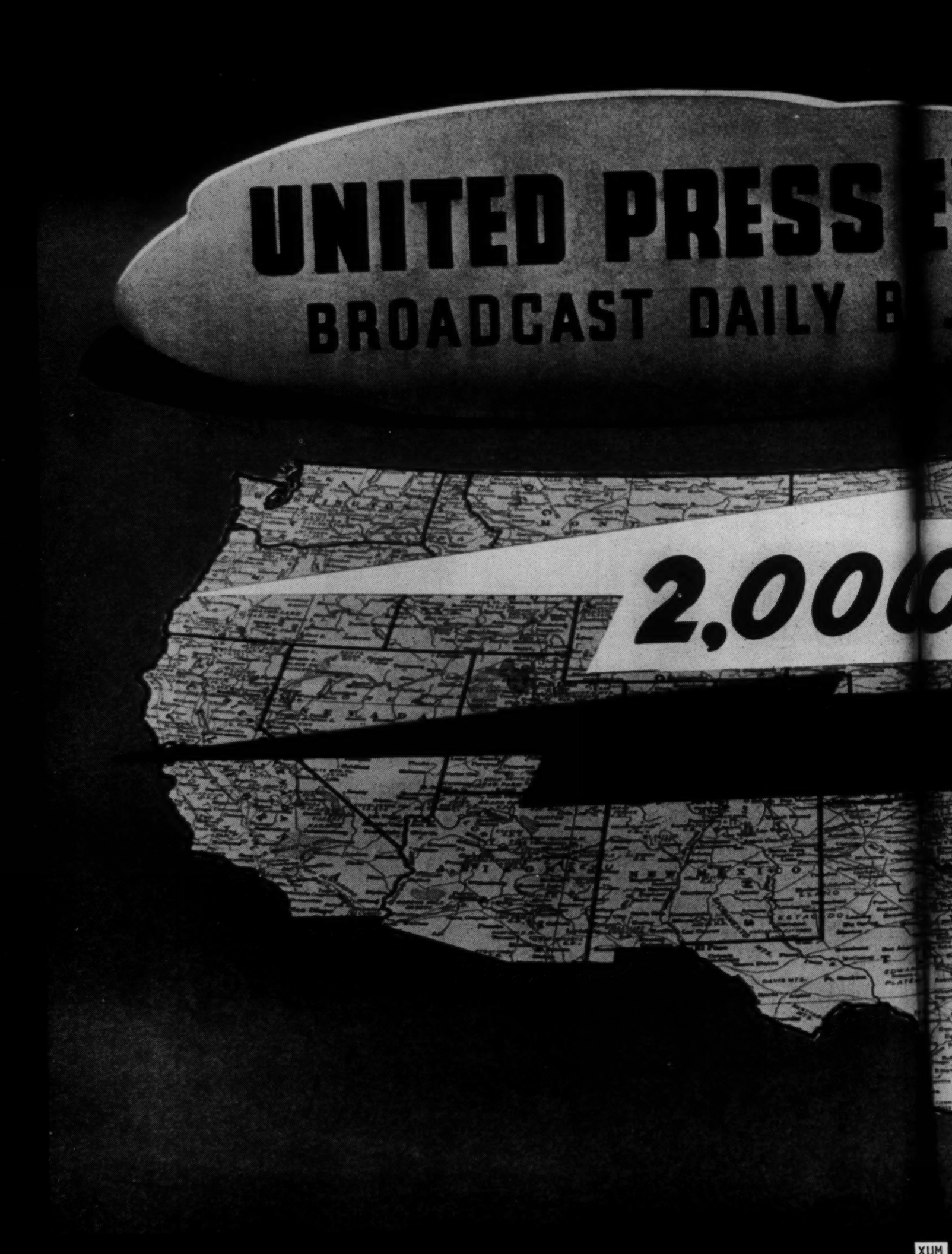
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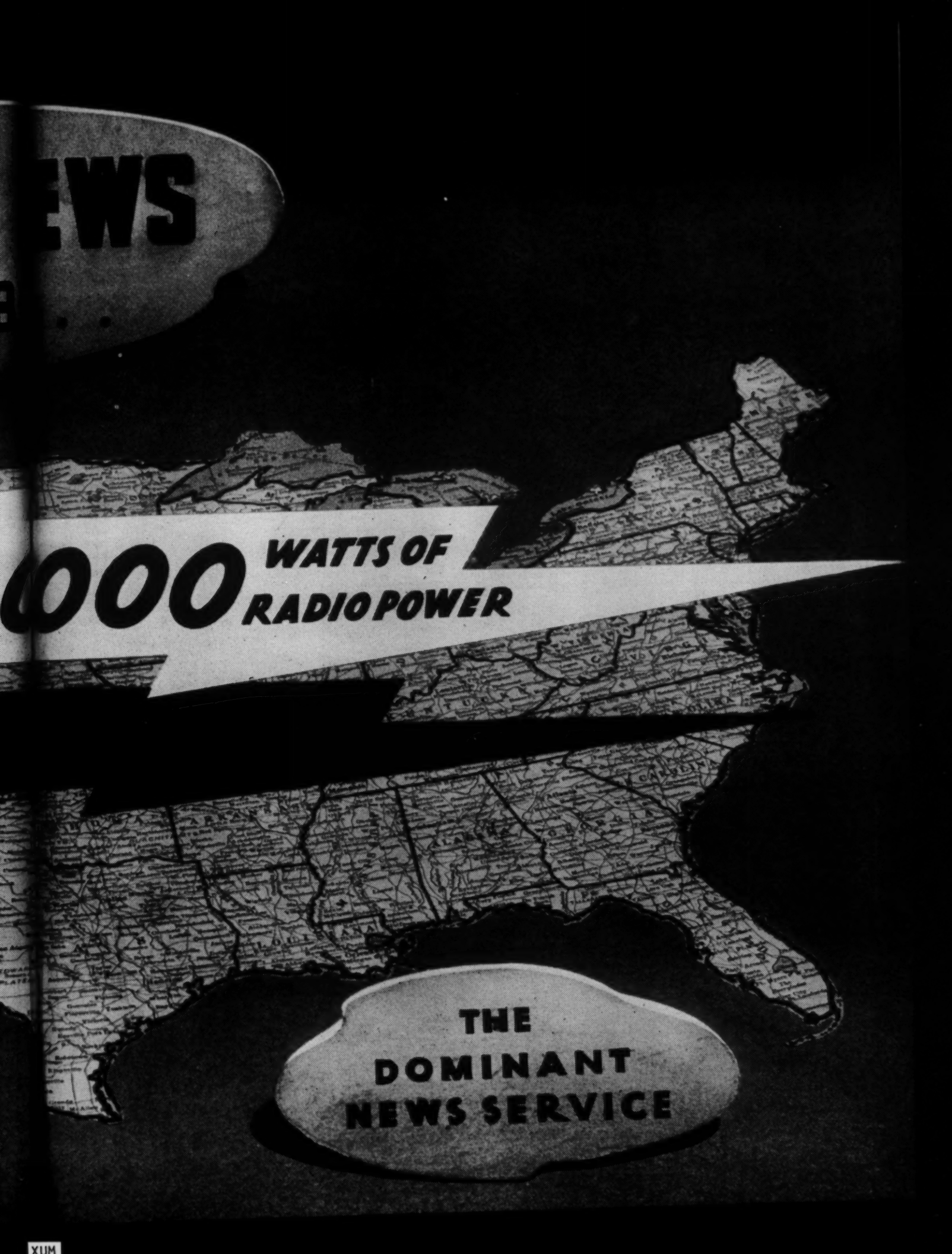
EWS
000 WATTS OF
RADIO POWER
THE
DOMINANT
NEWS SERVICE

Canadian Audience Revolting Against Boost in Set Fee

Newspapers Continue Fight On CBC Sponsored Programs

By JAMES MONTAGNES

CANADIANS were advised Jan. 22 that radio listening is going to be more expensive, with an announcement from Ottawa released by Minister of Transport C. D. Howe, under whose department broadcasting comes, that annual license fees would be raised from $2 to $2.50, and that this would apply to every set whether in an automobile or at home. Heretofore the owner's annual license covered all sets in his home and his car radio. After April the fee will have to be paid for the car radio, the living room radio and every set throughout the house.

Said Mr. Howe: "The increased revenue is required to enable the CBC to carry out its program of expansion, particularly in the direction of better programs and more complete coverage. The service rendered during the present year has shown improvement, sufficient to indicate that further worthwhile betterments made possible by increased revenue will fully justify the new regulations. A considerable improvement in coverage has already been effected, and the added revenue will enable the corporation to extend similar improvement to the less densely populated areas of Canada. It is anticipated that the hours of broadcasting over the national network, which on Oct. 1, 1937, were increased from six hours to 12 hours daily, will be further increased.

Lower Than Elsewhere

"It is the problem of the CBC to bring broadcasting service to all parts of Canada, and to do this CBC must necessarily look to revenue from license fees for its main support. Responsibilities of public service broadcasting make it desirable to limit the commercial activities of the CBC to within very reasonable limits. The fees proposed for the next fiscal year are the lowest of any country attempting a similar service, and this in spite of the fact that other countries have a much denser population. It is thought that listeners generally will approve the proposed extension of broadcasting services."

While Minister Howe ended his statement optimistically there is no doubt that the increased radio fees are not going to be taken without a parliamentary fight. Members of Parliament were besieged by constituents and newspapers added to the editorial battle which has been gaining momentum since the beginning of the year, when the CBC began its pretentious schedule of American imported national network programs to boost its revenue.

The newspaper battle, in which periodicals have also joined, has been mainly on the grounds that the CBC was formed to nationalize and Canadianize the radio industry and that the opposite has happened with numerous American programs now being aired on national nets, which formerly came at most over four stations, two each in Montreal and Toronto.

Publishers have held at least one secret meeting at which Gladstone Murray, CBC general manager, was present [BROADCASTING, Jan. 15], and some change was expected, but not at so early a date nor before Parliament convened Jan. 27. With Minister Howe setting a limit on advertising for the CBC and the license fee being raised, the publishers seem to have won the first round. But the public, which favors the American programs, will not take the license increase meekly, since the radio tax is the most disliked tax in the Dominion. The license fee was $1 a year till 1933 when the Canadian Radio Broadcasting Commission took control and increased fees to $2 a year. This new increase which will bring the CBC at least another $650,000, or $2,575,000 this year, based on license sales for 1937-38, seems unnecessary to the public, since advertising revenue has gone up and Minister Howe only a few days earlier had announced that the CBC had a surplus in both revenue and capital accounts. New 50,000-watt stations are the only explanation for the increase.

Trouble With Spot

Meanwhile there is a bit of trouble in the spot broadcasting industry as well, with the report that the CBC has cut its daytime line rates for networks to make it cheaper for a sponsor to put on a daytime network than a transcribed spot program.

The CBC attitude unofficially is that it is moving very cautiously in the matter of daytime networks, and that it is finding programming difficulties to fit such possible nets into the activities of the stations making up the net. It is understood that the CBC is not going after daytime network programs, that none has been definitely booked as yet, and that there is no intention of breaking into the transcription spot broadcasting business, that such cuts as have been made on line charges to possible sponsors have been made for clients who proposed to take 400 to 500 daytime quarter-hour programs on the network in a year.

Meanwhile new evening network programs from the United States are being booked on regional and national CBC nets, and just how far Minister Howe's "reasonable limit" goes is not yet known.

BEST REGARDS — Bob Wilson, news commentator of WOWO-WGL, Fort Wayne, always signs off with "73," telegraphist code for "best regards," and the State License Bureau has granted his request for a license plate with the same numerals.

Will Use 50 Stations

CHICAGO Engineering Works, Chicago (Refrigeration & Air Conditioning Institute), in February will start a new series of 5 and 15-minute transcriptions titled *The Camera Speaks*, on some 50 American and Canadian stations. Produced by Weco Radio Productions, subsidiary of James R. Lunke & Associates, Chicago agency handling the account, the new show is built around idea of dramatizing unusual news events as seen through the news reel camera. All stories are authentic and are based on outstanding news scoops from all over the world that missed the newspapers' front pages. No music is used in the discs because of the Chicago ban on musical transcriptions but special sound effects keep action lively. Sam Bartlett is author of the show which is being waxed by Columbia Transcription Service, Chicago.

Hackathorn Named

APPOINTMENT of K. K. Hackathorn as sales manager of WHK and WCLE, Cleveland, was announced Jan. 24 by H. K. Carpenter, vice-president and general manager. He succeeds C. A. McLaughlin, who has resigned. Mr. Hackathorn during the last 12 years has been affiliated with the classified advertising department of the *Cleveland Plain-Dealer*, owners of the stations, and has managed that department since 1934. He is 37, and a graduate of Cornell.

Mr. Hackathorn

CRAVEN POSTPONES TRIP TO CAIRO

INDEFINITE postponement of his plans to attend the International Telecommunications Conference in Cairo was announced Jan. 26 by FCC Commissioner T. A. M. Craven, because of the pressure of business before the FCC. Although plans had been made for Comdr. Craven's departure late last month by the State Department and for his appointment as a delegate by President Roosevelt, it has been decided that he should remain indefinitely in Washington. Whether he will be dispatched to the conference later on, it is understood, will depend upon the developments in Cairo, and how badly his services will be needed there.

Promulgation of new rules and regulations affecting not only broadcasting but all other phases of Commission regulatory activity, together with the impending reallocation of broadcast facilities necessitated by the North American agreement reached at Havana last year, have made Commissioner Craven's presence in Washington imperative. Moreover, hearings on telegraph rates scheduled to begin Feb. 14 also have mitigated against his attendance at Cairo.

It is expected the Commission will keep in close contact with Senator Wallace H. White of the American delegation and that Comdr. Craven, by remote control, can give the delegation whatever information it may require from him, for the time being in any event.

Treasury Analyzes 1935 Radio Gross

Total Income of $86,176,000 For Year Is Reported

TOTAL gross income of broadcasting stations in 1935 was $86,176,000, according to a report issued Jan. 21 by the U. S. Treasury. Statistics of income for 1935 were compiled from corporation income and excess profits tax returns filed under the Revenue Act of 1934 and from personal holding company returns.

Of the 505 broadcasting stations filing returns, 45 were inactive corporations and gave no income data. Deficits were reported by 48.29% of the stations. Dr. Herman Hettinger, then NAB economist and now professor of economics at Wharton School of Finance, University of Pennsylvania, estimated the industry's total gross billings for 1935 at $87,523,848 [BROADCASTING Yearbook Number, 1936; Jan. 1 issue, 1936]. The U. S. Census Bureau reported a total net revenue of $86,492,653 for 561 stations in 1935 [BROADCASTING, Aug. 1, 1936]. This figure represented gross billings minus time and quantity discounts.

In the Treasury report, stations showing net incomes totaled 238 and the combined net income was $11,880,000. Total income taxes paid by the 238 stations amounted to $1,634,000 and total excess profits taxes were $81,000.

Returns showing no net income were filed by 222 stations. The total gross income of these stations was $10,681,000, their combined deficit $2,015,000.

A gross income of $126,560,000 was reported by 252 manufacturers of radio sets and parts, of which 13 companies were listed as inactive corporations. Returns showing net income were filed by 114 manufacturers and the total net income was $8,319,000. These firms paid income taxes of $1,144,000, excess profits taxes of $143,000,000.

A deficit was reported by 125 or 54.77% of the manufacturers. Their gross income was $68,947,000 and the total deficit was $3,858,000.

Magazine on 25

WOMAN'S WORLD, Chicago (Magazine) is placing two-minute announcements and live talent programs on about 25 stations offering prizes, including a trip to Hollywood, to new subscribers of the magazine who make the most four-letter words from the sentence "California, Here We Come." A quarter hour of the *Grand Ole Opry House* on WSM, Nashville, is being used. Other stations include WNAX KFYR KMMJ KFNF KMA KFRU WFAA KGNC KFYO WLS WLW and KFJM. Albert Kircher Co., Chicago, is agency, Roy Dodge account executive.

LaSalle Testing

LaSalle Extension University, Los Angeles (correspondence school), off the air for the past eight months, on Jan. 17 started a two-week participation in the six weekly *Sunrise Salute* programs on KNX, Hollywood, in a test campaign. Agency is Hixson-O'Donnell Adv. Inc., Los Angeles.

THERE exists within one hundred miles from New York City a separate market of two and a half million steady consumers —the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOV, WBIL in New York, and WPEN in Philadelphia. We are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve the distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation on your part.

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XUM

Craven Report Advocates Basic Revision

Hands-Off Policy Urged on Some Problems

(*Continued from page 20*)

succeed or fail in proportion to the response of the radio audience.

"The industry should not be discouraged from organizing competitive networks, particularly state and regional. These will form in the natural course of development of the industry, but only as there is reasonable opportunity for profit. In order to succeed, they must gain and hold the approval of the public and must therefore produce a high grade program service. They must present properly balanced and diversified programs of timely interest, preferably leaving to the individual stations in each community the opportunity for local self-expression. It is axiomatic that too many divisions of the radio audience would result in reducing the quality of programs to the public.

"While it is true that the network system of program distribution has certain disadvantages, particularly from the standpoint of control of time and duplication of programs, it may also be true that these disadvantages are susceptible of improvement, such as for example, greater freedom on the part of network stations in making time available for local programs. However, arbitrary general rules preventing duplication of 'secondary coverage' are dangerous in that such rules may operate to prevent one of the best uses to which radio can be applied to public service—namely, mass communication to the entire nation. It can be appreciated that a coast-to-coast network without coordination, such as agreement common to all stations on the network to deliver the same time for given programs would not be a useful or efficient medium of simultaneous nation-wide communication. Such coordination undoubtedly is necessary for proper functioning of a network, providing the individual station is left sufficient opportunity for local self-expression.

Contractual Relations Should Be Studied

"It has been suggested that one method by which an undesirable control of radio broadcasting media could be exercised at present might be through too binding contractual relationships between the chain companies and the individual stations on a network. The existing contracts were not a part of the evidence in the hearing but are on file at the Commission and available to it for consideration. Perhaps this should be the subject of further study; however, because the matter is principally one of legal interpretation, this Department has made no study of its own.

"There is no evidence that the three national chain companies, the 25 regional network groups and the 303 stations affiliated with networks have combined for the purpose of controlling the channels of mass communication in a manner inimical to the interest of the public. As a matter of fact, their past record of performance with respect to the use of their facilities has been liberal, particularly for the discussion of public questions. It is also well known that the facilities of the three major chain companies are used in active competition. However, if after further study it is conclusively shown that there are faults with respect to the existing contracts between any chain companies and the stations on the networks, this Department feels that the Commission can undoubtedly influence voluntary changes from the broad standpoint of public interest, convenience and necessity.

"With reference to the assertion of the representative of labor that certain companies have a virtual monopoly of radio broadcasting service by reason of patent holdings, the record of the October 5 hearing does not reveal any conclusive evidence that any control of patents has been exercised to limit competition in broadcasting.

* * * *

"With reference to the assertion of the representative of labor that the press had undue control of the channels of broadcasting, it is interesting to note that the largest number of stations licensed to a single class of business or to persons affiliated with such business seems to be that of newspaper owned or affiliated stations. Newspapers or those persons affiliated therewith own 28% of the total stations licensed, and own 26.67% of the clear channel and high power regional station facilities.

"Peculiarly, this criticism of the Labor representative raises two questions, namely, (1) the effect of radio upon the older established media, such as newspapers, and (2) the effect of newspaper ownership of broadcast stations upon the application of radio to the public service.

"According to the reports of the National Association of Broadcasters, the gross time sales for advertising in 1935 were $87,523,848 and in 1936 $107,550,886, an increase of 22.9%. Comparing this with the volume of advertising of other major media, such as national magazines, national farm papers and newspapers, the NAB reports that radio sales revenue represented approximately 11.9% of the total of these major media in 1935 and 13.0% in 1936.

Public Service Aspects of Industry

"Thus, broadcasting obviously has present and future potentialities for public service which have affected or may affect the other media of mass communication, of education, and of entertainment. Among those which may be affected in the future is the moving picture industry, just as the latter has affected the legitimate stage. Still another which has already been affected somewhat, and may be still more in the future, is the press. It is common knowledge that the 'extras' of former days have almost disappeared; that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are important customers of news services.

"It is within the realm of possibility (perhaps very remote at present), that, through the development of facsimile, the newspaper of the future will be transmitted by radio into the home. On the economic side, while at present broadcasting obtains less than 15% of the revenues expended for time and space sales in the advertising media, its rate of increase appears to be more rapid than that of other media. Whether this relative increase will continue or whether the comparison will sooner or later adjust itself into a fairly constant relationship, is, of course, impossible to forecast. In any event, the Commission, in looking to the future, and in shaping its policy with respect to broadcasting, to be in accord with the social and economic welfare of the nation, cannot well avoid taking into account factors arising out of the interrelationship of broadcasting and other media. So far as the hearing was concerned no evidence was presented on which any conclusions could safely be based.

"However it is the considered judgment of the Engineering Department that, broadly speaking, the American public is not only entitled to but desires radio service, and we feel that progress in radio must go forward. Problems such as the effect of radio upon other media of communication are incidental, and while they may be of the highest importance they are susceptible of logical solution in the course of natural progress.

Newspaper Ownership Presents Problems

With reference to the problem presented by the increasing acquisition of broadcast stations by newspaper publishers, the representative of labor argued that control of two important media of mass communication by one class or group was not in the public interest. Presumably a similar issue would be raised if any tendency were discernible on the part of the moving picture industry, or any industry which in whole or in part influences public opinion on matters of public policy, to acquire stations. Strictly speaking, such an issue was not within the scope of the issues of the hearing, and no attempt was made by other witnesses to refute the argument. Because of its importance in current discussions, however, the subject cannot be entirely passed over.

"From its examination of the data at hand (largely taken from the Commission's own files), the Department feels that to adopt any rule-of-thumb on a subject such as this would run the hazard of working an injury to the service received or entitled to be received by the public. The subject has too many aspects on which little or no trustworthy information is available or analyzed. To take the case of the press, for example, the question does not appear so simple as dividing all stations into those owned by newspaper publishers and those which are not.

"There is a considerable variety of situations among the newspaper-owned stations themselves, varving from the case where such a station is merely one of several competitive stations serving the same community to the case where the only newspaper and the only station in a community are owned by the same person; many publishers have only one station each; some have two or more, sometimes in the same city and sometimes in different cities.

"No adequate study has been made to show whether as a class they have furnished average, superior or inferior service; whether

NBC TABLE—These eight members of the NBC San Francisco sales staff attended a recent dinner staged by the San Francisco Sales Managers Assn. Henry Maas, sales traffic manager, has back to camera. Others (l to r) are Gene Grant, salesman; Sidney Dixon, Western Division sales manager; Lloyd Yoder, KPO-KGO manager; William B. Ryan, San Francisco sales manager; Glen Ticer, salesman; Edward Barker, salesman; Charles B. Brown, sales promotion manager.

they, or any group of them, have acquired or exercised any undue power, social or economic; whether they, or any group of them have been guilty of any unfair practices, either editorially or with respect to advertisers, due to the combination of ownership; whether there is any tangible evidence of a tendency among them to combine and whether and to what extent they contribute toward keeping broadcasting on a competitive basis.

Commission's Power To Cope With Issue

Eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio. Among the dangers of a course which withholds broadcasting licenses from any industry or representation thereof may be mentioned the possible discrimination involved against any class or group, without any reasonable basis therefor, the possible interference with freedom of speech and press, possible turning aside of what may be a natural course of progress by which older established media bring their experience and their equipment to the gradual utilization of the new methods which science makes possible, and the possible establishment of an undesirable precedent.

"Pending the securing of adequate information, the Commission has at hand the existing procedure established under the Communications Act of 1934 and, by applying the standard of public interest, convenience or necessity to all applications, whether for new stations or for renewals of license, has power to cope with situations where actual or proposed newspaper ownership of a station raises a doubt as to whether the standard has been or will be complied with in practice.

"It may be that after investigation it will be found that in all situations where the broadcast station is operated in direct conjunction with some other business, whatever the character of the business, there is a tendency or an undue temptation at times to overlook the requirements of public interest for the sake of the other business. If this proves to be the case one alternative course, so far as the Engineering Department can see, would be to require every licensee to be so organized, as a corporation or otherwise, that it be engaged solely in the business of broadcasting. While this does not eliminate some of the potential abuses nor dispose of all the problems particularly the question of relationship through stock ownership (and, as a practical matter, stock ownership by individuals engaged in *some* other business could not and should not be done away with), it would afford a simple basis of regulation under which broadcasting would be segregated and disentangled from other businesses not subject to regulation by the Commission. This probably could not be done without a more explicit declaration of policy by Congress and in view of the lack of evidence before it, the Department does not feel qualified to engage in any further discussion of the question in this report."

Broadcasters Entitled To Make a Profit

Regarding charges that broadcasting stations and chains are earning "inordinate profits", the Craven report said no reliable factual data is available on that item, on the amount placed back into radio for improvements, on methods employed by stations in charging depreciation and payment of interest, or salaries paid officers and others. Because this data is not available, the report said the Department did not feel justified in making a critical analysis of profit accruing to station licensees and its relation to the rendering of public service.

But, added the report, "We feel that not only are profits proper but they are also necessary if the public is to have good service. It should be realized that there is a risk ever present in the business of broadcasting station operation over and above that ordinarily encountered in some other forms of business. Not only must each broadcaster, against constant competition, maintain the public's confidence and interest in the service rendered but also the licensee must and should operate on a rigid basis of regulation by the Federal Government.

"The industry is confronted with rapid change, rapid obsolescence, and rapid new and renewed demands upon the enterprise, initiative and capital of its members. There is always present the threat of sweeping changes in the technical base on which radio stands, as for example, such developments as television. The industry must be sufficiently prosperous, not only to pioneer but also to secure adequate funds to finance the new developments and changes which periodically will continue to confront a new industry based on a new science.

"We feel that a study on the part of the Commission of the nature of profits is necessary not only to enable a just determination and comparison of the capability of individual classes of licensees to render service to the public, but also to foster an understanding of the broader economics of the industry. Involved in this study are questions of policy on which more information may be needed as well as the necessity for coordination with Federal tax laws."

As a catch-all on program service, Comdr. Craven concluded the preliminary portion of his report with the assertion that in effecting a preservation of the existing American system, it may be necessary to establish standards of public service and to take such steps as are necessary to insure their being complied with. "It may be necessary to provide for the rendering of specific services," he declared, adding the Department felt that the Commission should assume leadership and cooperate with the

The Smash hit of 1938

"DAREDEVILS of HOLLYWOOD"

From Hollywood comes the thrilling, true-life experiences of those men behind the scenes—those daring, unsung heroes whose breath-taking adventures on the screen have thrilled millions—the Movie Stunt Men...the Suicide Squad...the "DAREDEVILS OF HOLLYWOOD!" ★ Here is radio's newest COPYRIGHTED feature. *Twenty-six quarter-hour shows electrically transcribed.* Spine-jangling thrills—comedy—human interest—with dynamic appeal to everyone. Three commercial spots on each program. Merchandising tie-ins and promotional helps furnished.

Audition Sample $3.00 (Refundable)

RADIO PROGRAMS DIVISON...WALTER BIDDICK CO.
571 CHAMBER OF COMMERCE BLDG., LOS ANGELES, CALIF.

industry in interpreting social and economic trends to bring effective betterment in public service. Testimony at the hearings, he concluded, "indicates that the industry is anxious for cooperation with the Government and looks to the Government for leadership in securing the improvements that may be evident."

Competitive Networks Are Deemed Sound

In defining "The Industry Today," the Craven report recounted the various classifications of stations under the present structure, the type of service they render, the modes of program service such as local, network, transcription and the like, distribution of stations to given communities and related data. This portion of the report was, in effect, a sort of liberal education to those members of the FCC not heretofore identified with broadcasting, but who, under the new structure, wherein no divisions function as such, are obliged to consider broadcast matters.

Referring to criticism directed at the network system, the report said that while there may be room for improvement, it is the Engineering Department's opinion that "competitive networks if properly operated are not only sound but also essential in the scheme of American broadcasting as it exists at present and that they have rendered meritorious service to the public."

Of growing volume and importance, the report brings out, is the electric transcription method of program distribution. Pointing out that it appears to be a source of revenue for all classes of stations, the report added that the transcription in many instances enables the public in a community to receive a desirable program which would otherwise not be available to it.

"It is true that while the electrical transcription is a form of recorded program it has the technical capability of program reproduction with good fidelity, and in addition it forms an economical means of bringing high grade talent and interesting programs not otherwise available to the broadcast listener in a small community. Its continued development undoubtedly will have an influence on the future program and economic phases of the broadcast structure and should be of particular interest to the low power stations in smaller communities."

Analyzing the present technical structure, Comdr. Craven said that there is need for improvement of physical service both from the standpoint of signal intensity to practically all areas as well as from the standpoint of availability of transmission facilities in various communities. While about half the area and 90% of the population of the continental United States has radio reception of some character both day and night, he declared there are many cities and towns which do not have transmission facilities of their own. Recapitulating data in his original engineering report, he pointed out there are approximately 16,598 cities or towns in the country of which 614 with a population of more than 10,000 do not have stations of their own. Of these 471 towns, each with a population between 10,000 and 25,000 and 143 with a population in excess of 25,000, are without radio stations.

But, the report added, of these towns, 329 or 53.6% are within one of the 96 "metropolitan districts" specified by the Bureau of the Census, and each district has one or more stations; 8 or 1.3% are adjacent or contiguous to larger towns which have a station, while 166 or 27% are within the 2 millivolt signal of an existing station and get fairly good service technically. The remaining 111, or 18.1% do not come in any of these categories.

There are 358 cities and towns in the continental United States which have only one station.

Clear Channels Aid Rural Listeners

Strong support of clear channels as a means of providing good service for rural listeners; advocacy of full-time service for time-sharing stations because they are generally at a disadvantage since the community is able to receive continuity of programs, and the desirability of equitable distribution of facilities among the stations were emphasized in describing the present technical structure.

Based on the evidence, the Craven report concluded that the best method of obtaining equitable distribution of facilities to various communities within a state is to adopt a general rule that if a facility is to be licensed in a community "it should be adequate to serve that community and its sphere of economic and social influence." The criterion of whether a certain class of station should be assigned to a particular community, the report added, "must take into consideration the ability of the community and its social and economic sphere of influence to support a radio station in such a manner that it can render efficiently a good service."

Regarding the establishment of a "quota system" to govern distribution of facilities, the report said this has not proved feasible in the past. It was suggested that if the Commission desires to establish some mathematical yardstick to indicate the relative distribution of facilities, it use this yardstick solely as an administrative guide rather than the basis of decision in individual cases."

Procedure suggested for improving physical service was that of adopting a policy of encouraging the improvement of existing stations where needed, plus addition of new stations without improving existing ones, all to be done in an evolutionary manner upon individual consideration of applications. Aimless multiplication of facilities, either by unjustified increases in power or unjustified licensing of new stations "must tend toward a progressive subdivision of the radio audience," Comdr. Craven said. "If this were carried too far the net result might be the loss of desirability of radio broadcasting as a medium for those who use or support it, and thereby result in a deterioration of program service to the public as rendered under the American system."

Programs Are Termed Basically Sound

On the subject of programs, the Craven report said that while the Engineering Department feels it is unable because of lack of accurate statistics, to analyze in detail the value of the existing program service, and while it recognizes the need of improvement, "we nevertheless hold the view that all things considered the program service rendered under the American system is basically sound. The weight of the evidence revealed that stations not affiliated with the networks and more particularly local stations, encounter the greatest difficulty in procuring programs having a sustained public interest. The high costs involved in program production largely are held responsible and in no few instances, lack of organization is a contributing factor."

To aid the FCC in its future determination of station distribution, Comdr. Craven included in his report a breakdown of the character of licensees. This showed that chain companies owned 27 stations or only 3.86% of the aggregate, that newspapers or affiliates have an aggregate of 196 stations (as of June, 1937) or 28%. Other special groups ranged from less than 1% to nearly 5%, the latter figure being educational institutions.

In the clear channel and high power regional channel brackets, the chain companies held 15 stations or 25% of the total, newspaper and affiliates 16 or 26.7% of the total, and manufacturers of radio and electrical equipment 8, or 13.33%.

In a discussion of radio revenues and how stations secure revenue for their operation, the report stated that while it is a fact that advertisers render the bulk of financial support to stations, it is also a fact that station licensees have the responsibility of rendering a service which is acceptable to the public. "In other words" said Comdr. Craven, "broadcasting stations are not licensed by the United States Government for the sole benefit of advertisers and if the latter are to secure the best return for their use of radio, it would appear essential that they as well as the station licensees, recog-

Broadcasting a Billion Dollar Industry According to Craven Economic Report

THAT broadcasting is a "billion dollar industry" was emphasized in the social and economics report of Commissioner T. A. M. Craven, on Jan. 24, in which he recommended far-reaching changes in present regulatory methods.

Stressing the importance of giving consideration to social and economic phases, he said that an indication of the potentialities of harm or good which may result in any course of action by the Commission may be understood when it is realized that the investment in broadcasting is "several billions of dollars, including over a billion dollars of direct investment on the part of the public in receivers."

The best evidence that can be given as to the scope of the industry, was enumerated as follows:

(1) An investment of 45,000,000 receivers purchased by the public at a conservatively estimated cost of approximately $30 per receiver, which amounts to an investment of $1,350,000,000. In 1936 it was estimated that the public purchased 8,000,000 receivers at an estimated cost of $440,000,000.

(2) There are 1,037 factories engaged in the manufacture of receivers, radio vacuum tubes, radio parts, transmitters, and sound equipment. The capital investment in these factories is not known to this Department but obviously it runs into millions of dollars.

(3) There are more than 4,000 retailers who engage exclusively in the business of selling receivers to the public. This does not include thousands of other retail outlets which also handle radio receiving sets.

(4) It is common knowledge that talent, including comedians, actors, singers, composers, publishers of music, etc., number in the thousands. No estimate can be given by this Department of the monetary investment of other economic factors directly charged to broadcasting and involved in this grouping.

(5) There is a large investment in transcriptions and radio recordings, of which this Department has no specific knowledge.

(6) There are thousands of service men with their offices and shops dependent upon broadcasting, and who engage in a business of several hundreds of thousands of dollars. In 1936, approximately $75,000,000 was estimated to have been spent on servicing radio sets.

(7) Both transmitting stations and most all radio receivers, particularly those in the cities, require power equipment. This involves the electrical manufacturing industry as well as the power industry. We have no figures to show the exact amounts invested, but it is common knowledge that the amount is not small. In 1936, $150,000,000 was estimated to have been spent for electricity for receivers.

(8) It is common knowledge that advertising agencies and the men usually employed by these agencies, engage in radio business to a large and profitable extent. We are unable to state specifically the total amount invested, though in 1935 advertising agencies handled $63,307,000 of the medium's total business.

(9) It is common knowledge that various organizations, both those having national scope as well as those having local scope, pay money for the benefits of broadcasting and secure returns therefrom in augmented sales of their merchandise. While the money expended by those organizations is shown in part of this report, no knowledge of the benefits received therefrom is known to us.

(10) There have been over forty millions of dollars invested directly in broadcasting stations and several millions expended each year in the operation of these stations.

(11) $6,578,956 was expended by broadcasters in 1936 for telephone "private line service" and for wires, which are especially adjusted technically for this service.

nize the advantages of the goodwill of the public in sustaining interest in radio. Therefore, in the study which would be made by the Commission, the objective should be to ascertain ways and means to promote improved methods of utilizing radio particularly with respect to the acceptability by the public of advertising content and continuity, as well as the balancing of program rendition."

Regarding financial support of stations, Comdr. Craven relied largely upon the report of the Bureau of the Census published in October 1936, based on 1935 fiscal data. The influence of networks on station revenues was shown effectively by the returns, it was brought out. Station revenues, based on these returns, indicated that they increased or decreased as the result of joining or leaving a network. The report also showed that station revenues increase in proportion to the size of the community in which they are located.

Effect of Signals From Distant Stations

After analyzing the Census report, Comdr Craven concluded:

"It can be seen readily that if a station has high power, network affiliation, and is located in a large city, it is in an extremely advantageous position with reference to gross revenue. It should be borne in mind, however, that the operating costs of such stations are high. Network affiliations also appears to exert a strong influence in attracting national and regional non-network business to stations, while power and particularly location in the market affect average local time sales of difference classes of stations."

Chet Smith for Publishers Syndicate

"Moo—It Was a Great Fight, Mom. I'll Be Right Home."

In a protracted discussion of competitive factors in broadcasting, the Craven report said that whether the presence of a signal from a distant high power station affects adversely the income of a low power local station in a relatively small community, cannot be shown conclusively from the testimony. It is noted, however, he said, that the vast majority of income accruing to lower power local stations is obtained from local business while the high power stations generally obtain much of their revenue from national advertising.

The Department, the report continued, is aware that competition "is the doctrine of this country and with this doctrine we are in hearty accord because in most instances it has resulted in improved service." Declaring there may be a point at which competition becomes destructive and results in impaired service, the report said that a study of the economic data with reference to broadcasting stations in the same community is desirable to ascertain whether improved or impaired service results from additional competition.

"With respect to competition between classes of stations, the Engineering Department feels that its proposed reclassification of stations well affords a basis for ultimately securing the maximum equalization from a class competitive standpoint consistent with technical development. Also our recommendations to raise the power of the existing smaller power stations, where technically feasible, so that they can render an adequate service to the communities in which they exist, combined with the increase in the number of classes of stations, will permit a more equal basis of competition for stations serving economic entities of similar proportions. It is our opinion, based upon the evidence, that if a station has a sufficient signal intensity over the area in which the population of the community resides and has a good program, its economic support need not be destroyed by a station of any class in another community, provided there is not too

ADVERTISERS ARE DEMANDING CERTIFIED COVERAGE AUDITS

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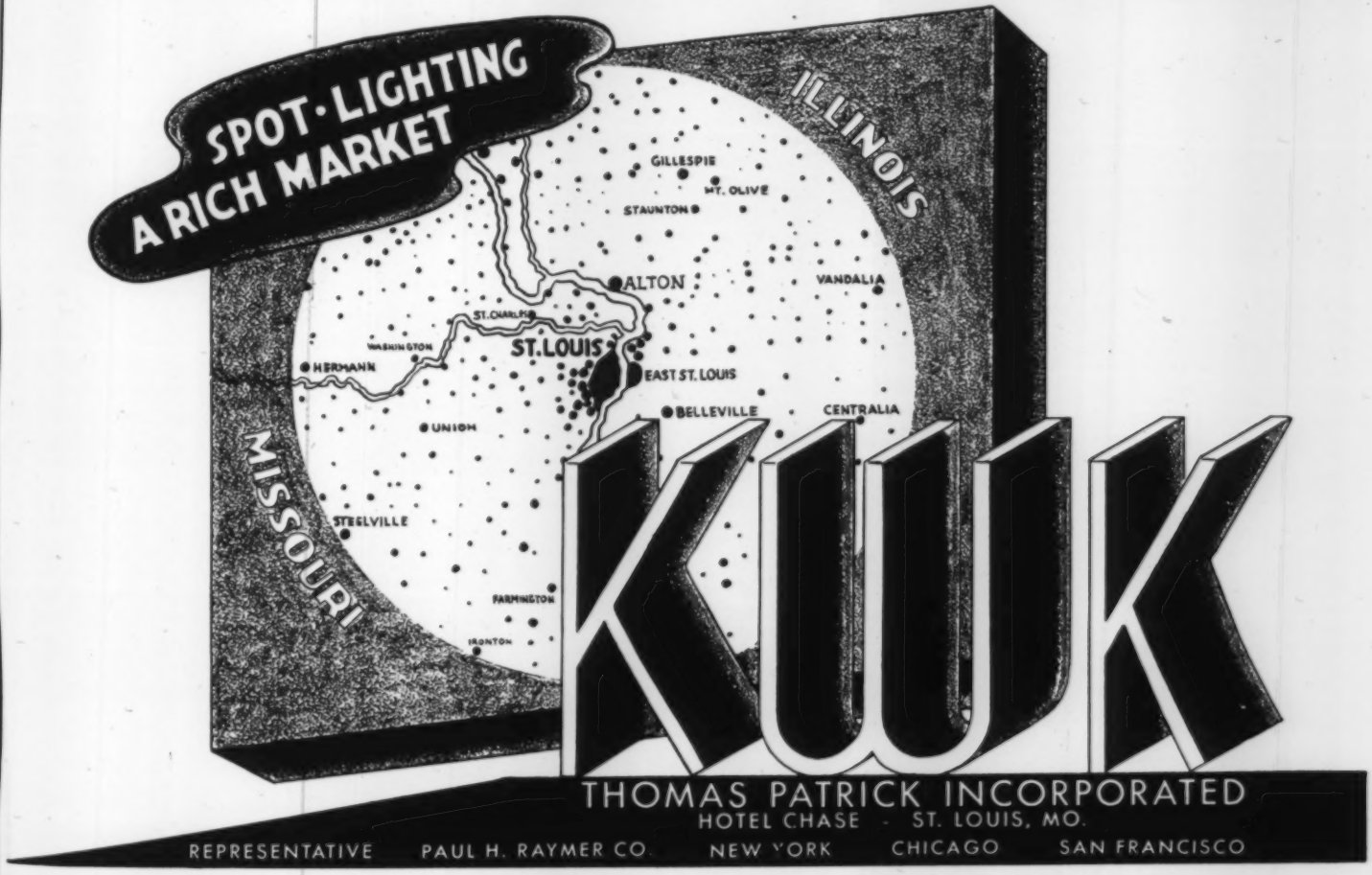

great a differential in kilowatt power, or by a station of any class in the same community, if that community has sufficient resources to support two or more stations rendering a good program service.

National Business For Non-Affiliates

"With respect to competition between networks on the one hand and stations on the other, the evidence shows that a station which is on a network has a distinct advantage over a station which is not on a network. Naturally, two stations in the same city cannot render an improved service if both use the same network program. Where a station exists in a smaller community and is not on a network, and the same community is served by a higher power network station at a distance, it is probable that the smaller station will not receive much revenue from national accounts.

"Therefore, at least, one other improvement which seems to be clearly indicated in so far as competition between networks and those not affiliated with networks is concerned, is that involved in organized efforts on the part of the non-affiliated stations to secure national business. That this improvement is under way is indicated by the testimony of some of the witnesses at the hearing. Also in this connection there seems to be a tendency for the formation of additional regional networks and the greater utilization of transcribed programs which, from an economic standpoint, should tend to improve the existing situation of non-network stations."

Regarding charges for telephone lines, the Craven report said that it is possible that this is one of the items which enters into the cost of program production and that consideration should be given to a study "with the view of determining the responsibleness thereof."

"If accurate statistical data regarding income and expense were made available as suggested by this Department, the Commission would be in a far better position than at present to gauge net profits of various classes of stations in various communities, and thus could see more clearly the action to be taken with respect to improvement in service to the public insofar as this service is affected by the competitive situation in broadcasting. However, in this connection, the data with respect to markets and purchasing power of communities should not be neglected."

Emphasizing the need of additional social and economic data, Comdr. Craven said that the some half million words of testimony at the Oct. 5 hearing along with the numerous exhibits, were analyzed but that it appeared that much of the testimony of an economic character were assertions rather than conclusive factual data secured from reliable sources and therefore great weight could not always be given to the testimony.

Studies of the Commission files made in collaboration with the Accounting Department likewise did not yield information upon which great reliance could be placed. On the other hand, the report said, the investigation showed that significant information not only was lacking but that also the aggregate "is so misleading as to make the figures dangerous for use in drawing conclusions." This was not the fault of broadcasters making the returns, but rather defects in the questions which evidently were designed for a purpose different from that desired today.

HEARST RADIO CHIEFTAINS—New guiding heads of Hearst Radio Inc. and the 10 stations operated by that concern, photographed in Washington shortly after reorganization [BROADCASTING, Jan. 15]. At right is Elliott Roosevelt, second son of the President, newly appointed president of the organization. At left is Albert A. Cormier, vice-president and executive assistant to Mr. Roosevelt. Mr. Cormier, onetime general manager of WOR, is managing the destinies of WINS, New York, in addition to his other duties.

Defects in Forms For License Renewals

"For example, among the various defects the information requested in the renewal of license forms requires no proper cost analysis—requires no accounting on an annual basis, and represents only partial income and incomplete cash outlays for an average month during the preceding license period, and there was no way provided for separating station functions from the other business of licensees and no way to affiliate station income from different sources or to determine the true cost of individual station program rendition. For these reasons, the Department considers the financial information obtained from the renewal of license files of the Commission as evidence to which logically no weight can be given."

Retention of an economic expert is the most important single factor in procurement and analyzing of desired information, said the Craven report. He declared the Department is impressed with the desirability, if not the necessity, of the Commission organizing better methods to secure statistical data of a social and economic character, "and having available an expert to advise on the interpretation of such data. The Engineering Department commends most strongly for the consideration of the Commission a procedure which will enable the Commission to follow more closely the trends of industry so as to be in a logical position to interpret social and economic effects on a national scale."

In outlining suggestions for improvements in the procedure of securing information, including revision of existing forms for renewal of licenses, revision of existing log forms, organization of the Commission staff so it will be geared to handle such information, cooperation with various trade associations and other interested organizations, and utilization of available sources of information, the Craven report said that these suggestions need not be costly to the Commission. The Accounting Department is already equipped to do much of the statistical tabulation, he said. "The only additional expense that may be entailed in carrying out these recommendations is the employment of one additional accounting expert in the Accounting Department who will be familiar with broadcasting and economic status and who would coordinate all social and economic statistical data coming direct to the Commission, or to the Commission through trade associations, and who would advise the Broadcast Division relative to practical interpretation thereof."

Sees Need For 25 Clear Channels

Discussing the conclusion that there should be at least 25 clear channels, Comdr. Craven said technical limitations require at least that number properly distributed throughout the nation. "Furthermore, if the power of clear channel stations is not to be in excess of 50 kw., it is absolutely certain that from a technical standpoint 25 of these stations properly distributed is the minimum which is capable of rendering service to remote areas, if these remote areas are to have adequate program service at night; even with power greatly in excess of 50 kw., 25 such stations will fall short of providing all remote areas with an adequate signal by day but the increased power will reduce the areas not now receiving service." He added that from a technical standpoint any power less than 50 kw. would constitute a "wasteful use of a frequency because there appears to be too much of a demand for facilities for local self-expression to justify the designation of a frequency as a clear channel throughout the nation for a single station of low power."

Regarding the recommendation for permissive power increases for regionals and locals, with the former to increase from 1,000 to 5,000 at night and locals from 100 to 250 watts, the Craven report said this move would provide better service to the public where a greater signal intensity is required. Declaring the evidence seems conclusive that individual increases in power of these stations are feasible, both technically and economically, he added, however, that to make blanket increases in power "is foolhardy from the standpoint of general good of broadcasting service in rendering service to the public."

The Commission, he said, should keep control over the situation in order that a general equalization can be accomplished in accord with sound engineering and economics. Therefore, he recommended each individual application should be heard publicly and granted only upon condition such increase is needed in the community, is technically feasible and economically sound, as well as affords the use of the frequency in question throughout the nation in a manner which will serve the greatest good for the greatest number."

In suggesting procedure for accomplishing the proposed changes, Comdr. Craven recommended that the Broadcast Division [now the entire Commission] proceed at once with consideration of his report, in conjunction with the engineering report made just a year ago and instruct the necessary departments to prepare changes in existing regulations in accord with the decision reached.

It is an established fact that these changes already are being undertaken, in the light of the engineering report and of the agreement reached at Havana. When the new regulations have been approved, he continued, they should be published and interested parties notified to file objections. If any party considers his interests adversely affected, the Commission can hold hearings on the objections if deemed advisable. After such hearings on the proposed rules, the Commission can make such changes as it deems advisable and then promulgate the new rules.

"When such action is finally taken, the Commission should proceed forthwith to dispose of individual applications on the basis of merit of the evidence presented and in accord with sound engineering, sound economics and a logical interpretation of social requirements and effects in the public interest."

California Network Will Add Stations

KTMS Will Join by March 1; Four New Accounts Signed

WITH four new accounts starting in January, the California Broadcasting System, recently reorganized under the auspices of the McClatchy radio interests, expects to expand further within the next few months by adding more stations. By March 1 it will add KTMS, new full-time regional in Santa Barbara recently licensed to the *Santa Barbara News* and *Press*, bringing to eight the total number of its outlets.

KFOX, Long Beach, was recently added to the hookup, which, after the breakup of the Hearst-McClatchy group, included the four McClatchy stations—KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield—and KYA, San Francisco, and KFWB, Hollywood.

Accounts are Signed

Howard Lane, general manager of the network, was in the East in latter January and returned to his Sacramento headquarters Jan. 31. He announced the signing of E. Griffith Hughes Inc., Rochester, N. Y. (Kruschen salts) for five transcribed versions of *Dr. Friendly* weekly on the network, Mondays through Fridays, 2:45-3 p. m. (PST), starting Jan. 31. Show is produced by Transamerican and placed through Stack-Goble Adv. Agency, New York.

On Jan. 30, Progressive Optical System, Fresno, California chain of optometry establishments, started a musical show for 52 weeks, Sundays, 4-4:30 p. m., placed through Allied Advertising Agencies, San Francisco.

Two other 52-week contracts started earlier in January were Lady Alycia Beauty Products and *Hollywood Health & Beauty Magazine*, San Francisco (cosmetics and magazine) and the Voters Council, San Francisco. Former account comprises talks heard Mondays, Wednesdays and Fridays, 9:30-9:45 a. m., and latter is also talks Sundays, 5-5:45 p. m. Both accounts are placed by Frank E. Cox, San Francisco.

ALL OF the 22 participating sponsors of Alfred W. McCann Jr., food commentator of WOR, Newark, met him simultaneously for the first time when they gathered Jan. 24 at the American Canners Convention in Chicago.

Midwest Agencies, Stations, Educational Institutions

•

540 N. MICHIGAN AVE.
Is Our New Location
Beginning Feb. 1

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Phone or wire your recording needs to:

PRESTO's Midwest Factory Representative

BROCK-FORSYTHE CO.
540 N. MICHIGAN AVE.
CHICAGO • ILL.
Superior 3881

PUPPET OPERA
Hospital Uses Marionettes With NBC Program

SYNCHRONIZED to the NBC broadcast Saturday afternoon from the Metropolitan Opera, a marionette show in a miniature reproduction of the Metropolitan stage was seen and heard by inmates of St. Vincent's Hospital, New York, on Jan. 22. The first two acts of the *Barber of Seville* was reproduced with complete success before an audience of patients, nurses, doctors and nuns.

There were seven 10-inch dolls in the miniature performance, wearing costumes identical with those in the opera. The idea came from Gerry Lewis, daughter of Earle R. Lewis, assistant general manager of the Metropolitan. She interested John Charles Thomas and Lily Pons in the project, and they cooperated wholeheartedly. They sang the leads in the performance.

Mr. Lewis, asserting this was the first time radio had been synchronized to a puppet show, declared it was "a jump ahead of television," and said he hoped the idea would spread across the country into small towns.

Press Wireless Tariff

PRESS WIRELESS Inc., radio communications subsidiary of several newspapers and press associations, has filed a tariff with the FCC, effective Jan. 29, for its foreign address broadcast reception radiotelephone service. The minimum charge for a reception period is $10, with $5 setup charge and 25 cents for each minute. It was said at the FCC that Press Wireless serves Mutual Broadcasting System, of which WGN, Chicago, is a part. The *Chicago Tribune*, operating WGN, is an important stockholder in Press Wireless. The address program reception service specifies that Press Wireless will receive foreign broadcasts but with no guaranty from the foreign end. In this country, however, it guarantees the quality to its subscriber. The foreign program is relayed by land line from the Press Wireless receiving station to the broadcast stations.

New *Court* Sponsor

IRONIZED YEAST Co., Atlanta, Ga., has assumed sponsorship of John J. Anthony's *Good Will Court*, which has been heard on Mutual and Inter-City networks for Macfadden Publications Inc., New York (*True Story*). The program originates at WMCA, New York, and is broadcast to 4 Mutual and 10 Inter-City stations. Agency for both accounts is Ruthrauff & Ryan, New York.

Wheeler-McNinch Confer

SENATOR WHEELER (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates, and Chairman McNinch of the FCC, conferred Jan. 25 on FCC activities. While no statement was forthcoming from either, it is understood that broadcasting matters were discussed, particularly in connection with future policy. Senator Wheeler has been an outspoken critic of superpower and of purported "monopoly" in broadcasting. Both officials will address the NAB convention in Washington.

Maybe you think

THIS PRESTO JR. RECORDER

is a toy...

Well, it isn't...

NOT a high fidelity recorder you understand. We reserve that title for our larger equipment. But when you cut a Presto Green Seal disc on the Junior, you get one of the quietest records you ever heard and the quality of voice reproduction is so good that no one but your engineer will know that it isn't a direct pickup.

A useful little job for recording spot announcements, man on the street stuff, or interviews with some of your sponsors and their customers. Is it not?

But a word of warning. If you happen to get one of these Presto Jr. recorders at your station, keep your eye on it when the boss is around. The first thing you know he'll take it home—to horse around a bit with his friends or perhaps to record a few of the station programs off the air. And that's the last you'll see of Junior.

However, the Presto Junior costs only $149.00. And don't let that worry you because with the machine, we send you a folder telling how other stations have made the Junior pay for itself in a jiffy.

For a free demonstration of the Presto Jr. at your station MAIL COUPON TO

PRESTO RECORDING CORPORATION
147 West 19th Street, New York, N.Y.

Gentlemen:

Have your salesmen show us the Presto Jr. Recorder.

NAME .....

ADDRESS .....

CITY ..... STATE .....

WITH HAIR DOWN—And fire in eye, 27 sales directors and executives from 22 stations in Missouri, Iowa and Nebraska, met in Kansas City Jan. 20 to discuss the problems of Broadcast Sales Directors, District No. 9. Standing (l to r) are: R. L. Rose, KWOS, Jefferson City, Mo.; Herb Hollister, KANS, Wichita, Kan.; D. J. Poyner, WMBH, Joplin, Mo.; Gardner Reams, WDAF, Kansas City; J. C. Rapp, KMA, Shenandoah, Iowa; Owen M. Balch, KWOS, Jefferson City, Mo.; L. O. Fitzgibbons, CSBS, Omaha-Lincoln; Paul Hamman, KFAB-KOIL, Omaha-Lincoln; M. H. Straight, WHB, Kansas City; Clark Luther, WOC, Davenport, Iowa; Craig Lawrence, KSO-KRNT, Des Moines; Don E. Inman, WMT, Cedar Rapids; Hale Bondurant, WHO, Des Moines; Jack Neil, KCMO, Kansas City; Ralph Foster, KWTO-KGBX, Springfield, Mo.; John E. Pearson, KWTO-KGBX, Springfield. Seated (l to r) are: Glenn Griswold, KFEQ, St. Joseph, Mo.; J. Leslie Fox, KMBC, Kansas City; Owen H. Balch, KCKN, Kansas City, Kan.; Ed Dennis, WHB, Kansas City; Ellis Atteberry, KCKN, Kansas City, Kans.; Jack Todd, KANS, Wichita; Ken Church, KMOX, St. Louis; Howard O. Peterson, WOW, Omaha; John J. Gillin, Jr., WOW, Omaha; Edward W. Hamlin, KSD, St. Louis; Ed Cunniff, KOAM, Pittsburg, Kans. J. Leslie Fox, of KMBC, conducted the meetings.

Midwestern Group Debates Problems

SALES policy and sales promotion problems occupied the time and attention of sales directors and executives from 22 stations when members of the Broadcast Sales Directors, District No. 9, comprised of Missouri, Iowa and Nebraska, met in Kansas City on Jan. 20.

Sessions conducted under the direction of J. Leslie Fox, sales director of KMBC, included a panel on "National Sales" headed by Ken Church, sales manager of KMOX, St. Louis; on "Local Sales" presided over by Paul Hamman, KFAB-KOIL, Omaha, and on "Sales Promotion Problems, Local and National" discussed by M. F. Allison, promotion and publicity head, KMBC, Kansas City. During the afternoon session another paper was read by John J. Gillin Jr., general manager of WOW, Omaha, entitled "Increasing Spot Business".

Mr. Fox expressed extreme gratification at the results of this district meeting. "The small district meeting is the answer, so far as the Sales Directors are concerned. Everybody felt free to speak on problems of his own organization, of his competitors, and of the industry as a whole. In other words, everybody got their hair down in a good old-fashioned 'talk fest' and it was well worth the time and effort it took to get the boys together," he said. Several resolutions were passed which will be transmitted to the national convention through the steering committee.

Discs for Riverbank

RIVERBANK CANNING Co., Riverbank, Cal. (tomato paste), has started a new series of transcriptions of the quarter-hour program, *Zeke Manners and his Gang*, on an enlarged list of stations. The company also participates in Alan Courtney's *Joymakers* program on WNEW, New York. Stations carrying the discs, which started Jan. 10, are WCBM WPRO WIP WCOP WWSW WGR WDRC WFBL KLZ KMBC WGY. Agency is Klinger Adv. Agency, New York.

Taft Buys Into KRKO

ARCHIE TAFT Jr., associated with Louis Wasmer in the ownership of KOL, Seattle, was disclosed as purchaser of 30% interest in KRKO, Everett, Wash., in an application for assignment of license filed with the FCC Jan. 19. Lee E. Mudgett, operator of the station, one of the few 50 watters in the country, which shares time on 1370 kc. with KEEN, Seattle, applied for transfer to the Everett Broadcasting Co. Inc., in which Mr. Everett would retain 35% of the stock while F. A. Clanton, attorney and business man, would acquire 35% and Mr. Taft would take over 30%. The amounts involved were not disclosed. Mr. Taft is president and manager of KOL, in which he holds 48.8% of the stock while Mr. Wasmer, operator of KGA and KHQ, Spokane, owns 42.3%.

Wilson Sells KGIW

SALE of KGIW, Alamosa, Colo., to John L. Dier and William A. Dier, publishers of the *Alamosa Daily Courier*, was disclosed Jan. 19 in an application for transfer of license filed with the FCC, which must confirm the sale before it is effected. The station is owned by Leonard E. Wilson, chief owner of KIDW, Lamar, and KOKO, La Junta, both in Colorado, the latter station having first started operation last June as a new outlet. KGIW operates with 100 watts on 1420 kc. The amount involved was not disclosed.

Boost for WCAO

SPECIAL temporary authority to operate with increased power of 1,000 watts for 30 days to counteract interference caused by CMQ, Havana, was given WCAO, Baltimore, Jan. 21, by the FCC. The station, formerly operating on 880 kc. is reported to now be operating on the 600 kc. regional channel. The authority was granted subject to the condition that operation with additional power be terminated immediately if CMQ ceases operation on the frequency or reduces its power so that additional interference is not involved.

'Coffee Pot Inn'

THE show *Coffee Pot Inn*, musical-comedy program broadcast over WHO, Des Moines, week days at 8 a. m., has an actual counterpart. M. A. Powlishta, Cedar Rapids, Ia., reports that he has opened a restaurant and named it "Red's Coffee Pot Inn" after the program title. And to make things complete, Red serves Butter-Nut coffee (the sponsor brand) exclusively and tunes in the *Coffee Pot Inn* program every morning at his cafe.

White King on 12

WHITE KING SOAP Co., Los Angeles (packaged soap), on Jan. 10 started a 13-week campaign on 12 stations nationally using a thrice-weekly quarter-hour transcribed newspaper story, *The Lady Courageous*, written by Arthur La Vove, Los Angeles newspaperman. Series was produced and cut by C. P. MacGregor, Hollywood transcription concern, with Kimball S. Sant directing. Stations are KGNC, KTRH, KRGV, KOMA, KOIL, KTSA, KTUL, WBAP, KSD, WDAF, KGMB, KANS. The agency is Barnes-Chase Co., Los Angeles.

Orchestra Booking Pool

AGREEMENT whereby Consolidated Radio Artists Inc. and Rockwell-O'Keefe Inc., pool their orchestra booking interests on the Pacific Coast was announced Jan. 22 by Charles E. Green, president of CRA and Thomas Rockwell, president of ROK. Rockwell-O'Keefe will take over the CRA Hollywood office and CRA becomes exclusive sales representative for ROK attractions through the CRA offices in San Francisco for the Northern California territory. It was also announced that Paul Kapp has been named head of the radio sales department of CRA with headquarters in New York.

ASCAP Inner Workings May Come to Light in Nebraska Court Appeal

INNER workings of ASCAP, invading hitherto unknown details of its manner of operation, may be revealed as a result of interrogatories filed in behalf of the Nebraska Broadcasters Association in the injunction suit brought by the copyright society against the state law enacted by the Nebraska Legislature imposing drastic limitations on activities of the Society within the state.

Filed in latter December by the firm of Hotz & Hotz, the 135 interrogatories seek information covering practically all of ASCAP's activities. Andrew W. Bennett, former special assistant attorney general in charge of the Government's suit against ASCAP, still pending in the New York Federal courts, is understood to have assisted in the preparation of the papers.

ASCAP already has secured an extension of time in answering the interrogatories and it is indicated that argument in the case probably will not be held until late winter or spring. Similar injunction suits are pending in Montana and Washington, having been brought by ASCAP following passage of almost identical state laws designed to restrain activities of the copyright groups and to force a "per piece" basis of compensation on ASCAP titles in lieu of the flat percentage of gross receipts of stations now paid to ASCAP on a national basis.

Steps toward enactment of state legislation to restrain copyright groups have been taken in about half of the states, it is understood. ASCAP is actively combating them.

Arthur Stringer Leaves Crosley Promotion Post

ARTHUR STRINGER, sales promotion manager of the Crosley stations WLW and WSAI, announced his resignation Jan. 25. He did not disclose his future plans. Mr. Stringer came to the Crosley stations last year under William S. Hedges, now vice-president of NBC in charge of station relations. He handled advertising, publicity, research and merchandising, as well as other assignments under Mr. Hedges.

Mr. Stringer has had a long career in radio, beginning with WMAQ when he was also business manager for the old Chicago Broadcasters Association. For seven years, until their dissolution in 1932, he was assistant general manager of the two national radio expositions, the Radio-Electrical World's Fair, Madison Square Garden, and the Chicago Radio Show at the Coliseum. He directed sales, sales promotion and exploitation. During his exposition work he organized the Newspaper Radio Editors Association and served as executive vice-president. He is prominent in Midwestern publicity circles.

CONDITIONAL upon the FCC's grant of the pending application for the removal of WGCM from the Biloxi-Gulfport area into Mobile, Ala., George Blumenstock, identified with Southern radio, has applied to the FCC for a new 100-watt night and 250-watt day station on 1210 kc. in Biloxi, Miss.

In the CONTROL ROOM

THORNE DONNELLY, head of the Donnelly Monitoring Service, Lake Bluff, Ill., will return to Chicago Feb. 7 after a two-month Caribbean cruise.

EDWARD A. FORD has been named chief maintenance engineer of KYW, Philadelphia.

HAROLD ROTHROCK, engineer for the Clear Channel Group associated with the office of Louis G. Caldwell, Washington attorney, and Mrs. Rothrock, on Jan. 5 became the parents of a 6 lb. 14 oz. daughter, Mary Barbara.

E. J. GIRARD, former Washington district manager of Mackay Radio & Telegraph Co., has been transferred to the Federal Telegraph Co. as special commercial representative with headquarters at Newark. R. N. Scribner, former New York traffic manager, succeeded Mr. Girard Jan. 17.

PAUL ANDERSON, formerly of WTAG, Worchester, Mass., has joined the technical staff of WJZ, New York.

ELTON W. MORDE, formerly of WHN, New York, and the Westinghouse Electric Mfg. Co., and E. W. Frost, formerly of WFEA, Manchester, N. H., have joined the technical staff of WTAG, Worcester, Mass.

HARRY DAUGHERTY, chief engineer of WSB, Atlanta, is the father of a baby boy, his fifth child.

MORRIS MING, formerly chief engineer of KIUL, Garden City, Kan., has joined KFRO, Longview, Tex., as assistant chief engineer.

J. B. FUQUA has been transferred from the control staff of WIS, Columbia, S. C., to WCSC, Charleston, where he is chief engineer.

W. A. NICHOLS, formerly with Northern Electric Co., is now chief engineer of the new 50,000-watt CBL, operated by the Canadian Broadcasting Corp., at Hornby, Ont.

M. K. GOLDSTEIN, formerly with RCA Mfg. Co., Camden, has joined the radio staff of the Bureau of Air Commerce, Washington.

HOWARD S. JOHNSON, formerly of KDYL, Salt Lake City, has joined KLZ, Denver.

J. B. CASEY, formerly of KRBC, Abilene, has been appointed chief engineer of KBST, Big Spring, Tex., succeeding E. I. McKinney, who has returned to KRBC.

NBC Hollywood engineering staff has been increased to 21 with the transfer of Charles Norman and Joseph Kay from New York and Marvyn Adams from San Francisco.

NORMAN DEWES, formerly of KFWB, Hollywood, has been added to the technical staff of KFSD, San Diego, Cal. He succeeds Samuel Lipsett, transferred to the production department.

JACK HAYES, chief engineer of WJJD, Chicago, has returned to work after three weeks at home as a result of breaking two ankle bones in a fall.

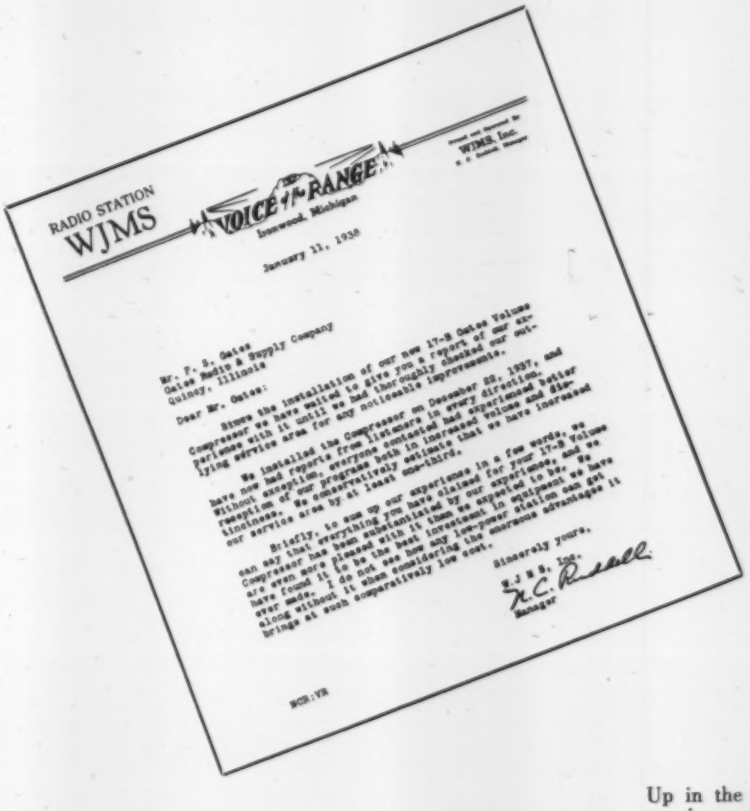
J. E. GILGOOLY, field engineer of Westinghouse stations, has been at Fort Wayne preparing the WGL transmitter for the daytime jump to 250 watts.

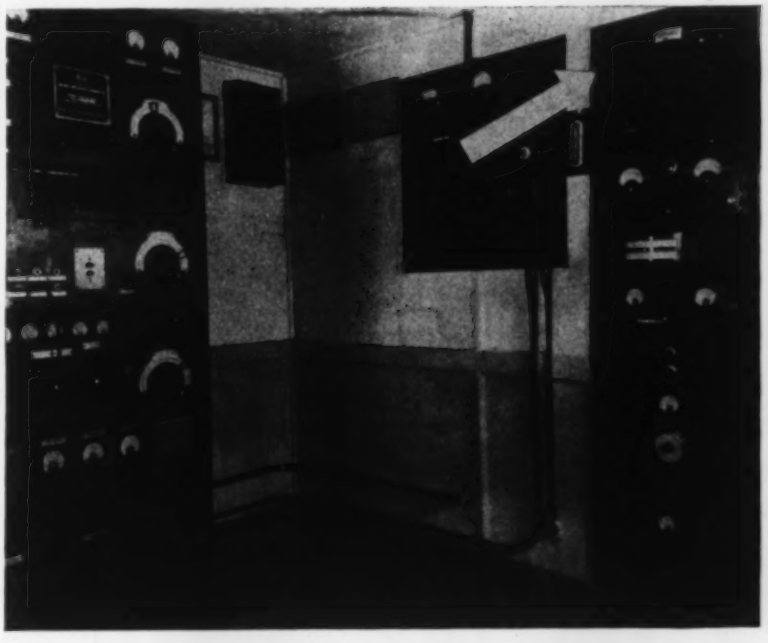
FRANK PFAFF, engineer at WIP, Philadelphia, on Jan. 15 became the father of a baby boy, Frank Jr.

JOHN PEFFER, assistant technical supervisor of WTAR, Norfolk, Va., is rated in ninth place in advance listings of the annual shortwave contest of the American Radio Relay League. His hobby is amateur radio, shortwave.

JAY R. HUCKABEE, formerly of KGNC, Amarillo, Tex., has joined KBST, Big Spring, Tex., succeeding Avery Faulkner, resigned.

"1/3 Increase in coverage with the Gates Audio Compressor," says the Iron Counties popular WJMS.


RADIO STATION WJMS
"VOICE of the RANGE"
Ironwood, Michigan
January 13, 1938
WJMS, Inc.
Mr. P. S. Gates
Gates Radio & Supply Company
Quincy, Illinois
Dear Mr. Gates:
Since the installation of our new 17-B Gates Volume Compressor we have waited to give you a report of our service with it until we had thoroughly checked our outlying service area for any noticeable improvements.
We installed the Compressor on December 22, 1937, and have now had reports from listeners in every direction. Without exception, everyone contacted had experienced better reception of our programs both in increased volume and distinctness. We conservatively estimate that we have increased our service area by at least one-third.
Briefly, to sum up our experience in a few words, we can say that everything you have claimed for your Volume Compressor has been substantiated by our experience, and we are even more pleased with it than we expected to be. We have found it to be the best investment in equipment we have ever made. I do not see how any station can get along without it when considering the enormous advantages it brings at such comparatively low cost.
Sincerely yours,
WJMS, Inc.
N. C. Ruddell
Manager
NCR:VR



Up in the Iron Country is one of Michigan's most aggressive broadcasters. In a section where heavy iron deposits mean dubious reception from outside stations, WJMS of Ironwood, Mich., presents a metropolitan service all of its own. Program variety and equipment perfection will be found at WJMS which includes complete Gates speech equipment and the newest Gates creation, the 17-B Audio Compressor. "Conservatively 1/3 increase in coverage," states N. C. Ruddell, manager. Yes, enough signal improvement to bring a spacious write up in a Duluth, Minn., newspaper about the improved WJMS coverage. The 17-B Audio Compressor will do as much for your station too. Price $239.00.

GATES RADIO & SUPPLY COMPANY

QUINCY (Cable address--Gatesradio) ILLINOIS

L.B. Wilson
PRE
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RED and
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CKY
TAN TWO MILLION LISTENERS
TE 1/2 MILLIVOLT LINE!
000 Watts
IC OHIO VALLEY

BROADCASTING and Broadcast Advertising

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Popgun or Artillery

BOIL DOWN all of radio's troubles to a single phrase and you have them all wrapped up in "an economic uncertainty and a political football."

Stations exist under a six-month license—an economic peril—when the law permits three-year licenses; every imaginable type of service that feels it performs a function for radio (and forgets what radio does for it) demands tribute; politicians rave and rant about the sins of radio; professional reformers have found it a juicy publicity-getting target, and on down the line.

The heavy artillery of opposition has been rolled out against radio. And radio has responded with a popgun—or not at all.

All of the responsibility can only be laid upon the doorstep of the industry itself. That means the NAB. It has been lamentably weak in combating the opposition. That has been so only because the components of the industry—the stations themselves—have paid too little attention to their organization.

There's an answer just ahead. Within a fortnight, the NAB holds its annual convention in Washington. It will be the *last* convention for the NAB as at present constituted; that much is certain. A broad plan of reorganization (and we believe it is a good one) will be before the membership for action. If it passes, the proper groundwork will have been laid. If it fails, then the NAB may as well fold up because the wholesale resignations that will follow would make its continued existence fruitless.

With the right sort of trade association, adequately financed and expertly staffed, and with a definite and constructive program of operations, radio can carve for itself the niche it should occupy in esteem and prestige. It isn't a simple matter to spike the guns of the attackers because they have been at it a long time without really formidable opposition. But logic and right is on the side of radio, and, properly presented, it will prevail.

Looking at the situation in retrospect, we find that the law and the Constitution specifically prohibit government censorship. The Communications Act prescribes the American plan of private operation of broadcasting. It provides for a three-year license. The President repeatedly has expressed himself in favor of Radio by the American plan. Then why all the shooting?

We feel that a united common-sense effort through a strong trade association can effectively eliminate these matters as issues. We feel that the three-year license can be procured as soon as radio properly presents its case. Those are the fundamental things—the guaranties of the Democracy—that have been overlooked in all of the intrigue and bickerings of the last half-dozen years.

Instead of attacking these fundamental problems and dealing with them under a rule of reason, the broadcasters have quarreled about ASCAP, musicians, networks, superpower—all important, to be sure, but all in the dollars and cents category. Without an American system there wouldn't be the dollars to worry about!

In considering the NAB reorganization this month, we hope broadcasters will not cloud the important fundamental issues with a knock-down-drag-out fight on the dollar problems. The plan was submitted to the membership two months ago. Actually it is the plan *of* the membership, for it is based upon suggestions advanced by the stations, and put together by an intelligent committee of industry leaders, who worked hard and long on the problem.

Radio has been taking it on the chin altogether too long. It's time to fight back and the machinery is provided in the reorganization plan.

The letter of the FCC to President Lohr of NBC on the late lamented Mae West incident may not have constituted censorship but it bordered dangerously close to an infringement on freedom of speech. Technically it probably was within the limitations of the law expressly forbidding the Commission from censorship; actually, the language was sufficiently strong and pointed to indicate a tendency toward it.

Radio Masterpiece

IN HIS REPORT on social and economic aspects of broadcasting, Commissioner T. A. M. Craven has produced perhaps the outstanding study of all time on the non-technical phases of radio broadcasting.

An engineer whose attainments in the scientific field are well known, Comdr. Craven now has established himself as an authority on broadcasting in all of its ramifications. The voluminous document—the result of months of intensive study and review—is well thought out, consistent and logical in its conclusions. It is courageous yet tempered; revolutionary in several instances, but entirely practical in ultimate application, as far as can be discerned.

The report is simply recommendatory. It is offered only as a basis for study by the FCC, as the sequel to the technical allocations report made by Comdr Craven as chief engineer just a year ago. It should receive intensive study. But that does not mean *indefinite* scrutiny.

In forthright fashion, the Craven report recognizes the American system of broadcasting as superior; accepts the principle of reasonable profits; dispels threats of possible rate regulation as being without legal basis, unnecessary and inadvisable; urges consideration of economic factors in the allotment of facilities, and otherwise projects a safe and sane fiscal structure to parallel an efficient technical structure for the broadcast industry.

None of the controversial issues was sidestepped. On such matters as superpower and newspaper ownership of stations—burning issues at present—he urges that his colleagues mark time until they get full information, for to act in ignorance might be foolhardy and tragic. An era of cooperation with the industry, rather than one of bureaucratic rigidity of regulation is the sensible theme that runs through the report, though not expressed in those words.

The Craven report is a liberal education in fundamental broadcasting, couched in plain, non-technical language. Under the new mode of Commission operation, with all seven members obliged to consider broadcast problems in lieu of the three-division system which preceded, a knowledge of the problems of broadcasting should be imparted to those members not heretofore identified with broadcast regulation. They have an up-to-the-minute encyclopedia in the Craven report.

The RADIO BOOK SHOP

PATTERNED somewhat after the Yearbook Editions of BROADCASTING is the *1937 Broadcasting Yearbook of Australia*, second edition, recently issued by Australian Radio Publications Ltd., Sydney [15 shillings, overseas price]. All essential data about Australian broadcasting, including station personnel, agency and sponsor lists, etc., are included and various departments, particularly technical, carried in the 1937 BROADCASTING Yearbook are republished with permission.

A THIRD edition of Keith Henney's *Principles of Radio*, adapted for either home or class study of the basic elements of technical radio, has just been issued by his publishers (John Wiley & Sons, $3.50). New data included in the well-indexed 495-page volume deal with circuits and constants with which radio is concerned, as well as features of present-day receiver design, television, facsimile, etc.

FACSIMILE transmission and reception, elsewhere treated in this issue, is the subject of an article on "Newspaper by Radio" by W. Carroll Munro in the December *Current History*. It treats chiefly of the Finch system and answers questions about facsimile "from the consumer's standpoint."

We Pay Our Respects To —

DON SEARLE

FLIP BACK the pages of Midwestern radio history to 1925 and you'll find Don Searle, youthful and energetic Nebraskan, directing the destinies of KOIL, Council Bluffs-Omaha, and doing a grand job of selling gas and motor oil with it. Open the book today, and you'll see the same Don Searle (Greasy Bill, they used to call him) back at the old stand with KOIL, and a couple of added station starters—KFAB and KFOR, Lincoln—after a half-dozen years in other radio fields.

As of Jan. 1, 1938, this pioneer prodigal returned to radio, taking over the position he founded, plus other duties. He left the general managership of WIBW, Capper station in Topeka, after having been with the station since 1932, leaving behind an astonishing radio record. In his new position he is directing head of the Central States Broadcasting System, operating the three stations, and to which one of the stations—KOIL—was sold by his family shortly before he pulled up stakes and joined the Capper organization.

It was back in 1925, when about the only requirements for authority to operate a station were the inclination plus the necessary cash, that Don convinced his father and brother that a radio station would help sell more oil and gasoline. "Greasy Bill" was in charge of advertising and sales promotion for the Mona Motor Oil Corp., and some of his ideas on sales promotion, and the push he put behind them, had the garage and service station people in the Mona Motor plant fairly groggy.

Don Searle has succeeded in about everything he has undertaken. Besides his drive and energy, he has about as handsome and pleasant a personality as you'll find in the business. He is one of the best known and most universally liked fellows in radio.

He was a stripling of 26 when KOIL first took the air to advertise Searle-owned oil products. There was no thought then that the station was destined to become an important commercial enterprise in its own right. As he began his radio career, he realized the opportunity that had presented itself. Programs were built for the folks of the Middle West and they attracted real attention. Many a radio artist who made good in the big time got his start under Searle at KOIL and WIBW.

One of the "firsts" claimed for KOIL is that it was the initial station to be housed in a building designed exclusively for broadcasting purposes, and that it was the second station to sign up with CBS for its initial "nationwide" network of about 16 outlets. It carried the first CBS program on June 3, 1928. Don prizes highly the single sheet schedule for the first week of CBS program, which hangs framed in his office.

After the sale of the oil business and of the station, Don Searle joined WIBW on Sept. 1, 1932. He decided, after a study of the situation, that the only practical future for the station was its operation as a strictly farm and rural station. To that end he built programs directed toward the rural and small town audiences. The status of WIBW speaks for itself. In 1937 it was close to the top among stations with the greatest number of spot advertisers. And he did much of the "peddling" himself.

Don Searle is active in industry affairs. In addition to his new activities as manager of CSBS, he is also interested financially in two other stations. With Herb Hollister, he is a stockholder in KANS, Wichita, and KMMJ, Clay Center, Neb. Don and Herb are close friends, and have been tagged the "Damon and Pythias" of radio. Where one is, you will usually find the other.

Biographically speaking, Don Searle was born in Council Bluffs Oct. 5, 1899; educated in Council Bluffs schools and the University of Iowa, where he majored in business and finance. During the world war, he served with the Army air forces. At the University he was a member of the Phi Delta Theta fraternity. He is a Rotarian and an active Mason.

In 1923 he married Elizabeth Engelbeck, of Des Moines. They have two children, Sally, 10, and Don Jr., 7. As a hobbyist he's an expert amateur movie cameraman and a collector of old coins. Mrs. Searle has an interesting hobby of her own—the collection of first and limited editions.

The Searles have established their residence in Omaha, where the Central States general offices are located.

PERSONAL NOTES

JACK KENNEDY, former sales promotion manager of the Stromberg-Carlson Telephone & Mfg. Co., Rochester, operating WHAM in that city, has been promoted to commercial manager of that station, succeeding Frank Kelly, who resigned Jan. 17 to become assistant commercial manager of WBEN, Buffalo.

GEORGE H. JASPERT, formerly on the commercial staff of KYW, Philadelphia, has been appointed local sales manager of WFIL, Philadelphia, General Manager Donald Withycomb has announced. He will also handle merchandising and sales promotion.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, will give a dinner party for the entire WIP staff at the Ritz Carlton Hotel in Philadelphia, Feb. 5, the second consecutive year that he has given this party.

PATRICK J. STANTON, manager of WDAS, Philadelphia, has been promoted by President Alexander W. Dannenbaum to be vice-president and general manager. Alexander W. Dannenbaum Jr. has been named sales manager.

M. H. BONEBRAKE, commercial manager of WKY, Oklahoma City, and Miss Sue Schoefield, of Oklahoma City, were married in January.

THOMAS E. SHARP, president of Airfan Radio Corp. Ltd., San Diego, Cal., which owns and operates KFSD, that city, has taken over management of the station. John Babcock, commercial manager, has taken on the additional duties of assistant general manager.

FREDERICK C. DAHLQUIST, president of American Radio Features, Los Angeles transcription concern, now recuperating from a recent appendicitis operation, is expected to return to his desk by Feb. 10.

MORTIMER SILVERMAN, salesman at WCOP, Boston, announces his engagement to Irene Kalman of Community Dentists Inc., Boston, subsidiary of one of the station's sponsors (Community Opticians Inc.)

DON E. GILMAN, NBC western division vice-president, Hollywood, was guest of honor and speaker at the Riverside Drive Breakfast Club meeting in Los Angeles on Jan. 26, when a "Hollywood Rise to Radio Fame" celebration was staged. Don Wilson was master-of-ceremonies.

GORDON MOOSER, formerly of KEHE, Los Angeles, has been transferred to KYA, San Francisco, as chief accountant.

CARL HAVERLIN, commercial manager of KFI-KECA, Los Angeles, and Dr. Ralph L. Power, Los Angeles radio counsellor, will discuss "Early Days of Radio" when they are guest speakers at the Feb. 10 meeting of the California History and Landsmarks Club, Los Angeles.

THOMAS H. DAWSON, formerly with the advertising department of Pillsbury Flour Mills, has joined the sales department of WCCO, Minneapolis.

HAROLD C. BURKE, new manager of WBAL, Baltimore, was one of the speakers Jan. 28 in a special program featuring presentation of a large plaque by the Baltimore Safety Council to "Uncle Jack" Hix, for 10 years conductor of *Uncle Jack's Club*, a children's program having a club enrollment of over 100,000.

HOMER GRIFFITH has resigned as commercial manager of KFJB, Marshalltown, Ia., and has gone to the West Coast. Ben Sanders, formerly commercial manager of KDB, Santa Barbara, and on the sales staff of KQW, San Jose, has joined the KFJB sales staff.

W. PORTER OGELSBY Jr., executive head of WHAT, Philadelphia, operated by the *Public Ledger*, has taken over general management of the station with the resignation of L. H. Bailey.

ARTHUR HAYES, sales manager of WABC, New York, is the father of a baby boy, Joseph, born Jan. 14.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, has been named chairman of the radio committee for the local United Campaign drive, and Margaret Schaefer, WFIL, production director, has been appointed dramatic supervisor of the drive.

ANGELA McCOSKER, daughter of Mr. and Mrs. Alfred J. McCosker, has become engaged to Sheldon Van Dolen, of South Orange, N. J., a real estate man there, it was announced Jan. 16. Mr. McCosker is president of WOR and chairman of MBS. No date has been set for the wedding.

W. C. ALCORN, vice-president and general manager of WBNX, New York, and Mrs. Alcorn sailed Jan. 15 on the *Empress of Australia* for a 30-day cruise to South America.

LLOYD C. THOMAS, general manager of WROK, Rockford, Ill., and John C. McCloy, WROK program director, have received bronze cards from the local American Legion in recognition of outstanding service.

MARTIN CAMPBELL, general manager of WFAA, Dallas, has been named chairman of the entertainment committee for the third annual convention of the National Federation of Sales Executives to be held in Dallas May 19-21.

GILBERT SELDES, television chief of CBS and a noted author, has just published *Your Money and Your Life: A Manual for the Middle Class*, by the McGraw-Hill Book Co.

WILLIAM KIRKENDALE, recently with WCPO, Cincinnati, has been named commercial manager of WMPS, Memphis.

W. C. WESTER, sales director of WHBY and WTAQ, Green Bay, Wis., has joined the sales department of the new Wisconsin Radio Network with offices in Green Bay.

EUGENE CARR, commercial manager of WGAR, Cleveland, is teaching a class in radio broadcasting at Fenn College, Cleveland. During the first semester, program and production problems were covered and in the second semester the class is devoting practically all of its time to the business side of broadcasting.

MAX GRAF, production head of Titan Recording Co., San Francisco, is back at his office following a series of mishaps. First he injured his skull in an accident and later slipped in the studios and fractured an ankle.

IRVING FOGEL, head of Irving Fogel Radio Productions, Hollywood, is recuperating from an operation.

E. L. BARKER, formerly manager of KQW, San Jose, recently joined the sales department at NBC, San Francisco, and is handling local sales.

BURT LAMBERT, formerly of the New York sales staff of Hearst Radio Inc., has joined KYW, Philadelphia, as a time salesman.

MARTIN CODEL, publisher of BROADCASTING, and Mrs. Codel are the parents of an 8 lb. 6 oz. daughter, Nancy, born in Washington Jan. 14. She is their third daughter.

BEHIND the MIKE

CHARLES TRAMONT, NBC announcer for nine years and second only to Milton Cross in length of service with the network, has given his final sign-off, having resigned to practice medicine in Mount Vernon, O. For five years he announced only at night, using his days in studying at New York Medical College, from which he was graduated last June, and in subsequent work at the Fifth Avenue-Flower Hospital.

EVERETT L. JONES, formerly field representative of Lord & Thomas, Los Angeles, has joined the CBS Hollywood publicity staff. He has also taken over exploitation of Columbia Management of California Inc., Hollywood talent subsidiary.

JAMES BANNON, formerly of KHJ, Los Angeles, has joined KFI-KECA, that city, as relief announcer, succeeding Wilton C. Haff, resigned.

JEROME SCHWARTZ, formerly of WOSU, Columbus, has joined KMPC, Beverly Hills, Cal., as continuity writer.

SAM HAYES, Hollywood news commentator, has been assigned a similar part in the Warner Bros. First National Studios production, *Dude Rancher*.

BILL MORROW and Ed Beloin, Hollywood writers of the NBC *Jack Benny* program, are also writing the dialogue for his next motion picture, *Never Say Die*, to be produced by Paramount.

KELLY ANTHONY, program director of KFI-KECA, Los Angeles, is at Palm Springs, Cal., recuperating from a throat infection.

LEO DAHM has joined the new KWNO, Winona, Minn., which began broadcasting Jan. 16. He was formerly with WSUI, Iowa City.

PHIL COHAN, CBS New York director of popular music, after several weeks in Hollywood, has returned to the East.

HAL FIMBERG and Eddie Davis, Hollywood writers, have had their contracts on the NBC *Log Cabin Jamboree* renewed for 13 and 26 weeks respectively.

KAREN CUTTING, KFSD, San Diego, Cal., news commentator, is the father of a baby girl born Jan. 11.

CARL NOBLE has been named musical director of WLBC, Muncie, Ind. He formerly conducted a dance band on WGN, Chicago.

BOB EASTMAN, Southwestern announcer and continuity writer, has left KWKH, Shreveport, to join KOAM, Pittsburg, Kan., as continuity director and newscaster. Eastman replaced Merwyn Love who was recently appointed program director of KOAM.

GENE HEARD, recently of Gulf radio facilities at the Pan-American Exposition, Dallas, has joined KRLD, Dallas, as announcer and program director, filling the place left vacant by Ruth Clem, ill from a nervous breakdown.

FRANK McINTYRE, announcer at KBST, Big Spring, Tex., and Miss Doris Carter were married Jan. 15.

GEORGE MENARD, chief announcer of WROK, Rockford, Ill., is the father of a baby boy born Jan. 12. John C. McCloy, program director, became the father of a baby girl a week earlier.

LEE NASH, news editor of KGVO, Missoula, Mont., is the father of a baby girl born in January.

LOU BENNETT, chief announcer and production manager of WMBS, Uniontown, Penn., recently married Miss Adeline Semans.

LESLIE BIEBL, formerly of WPTF, Raleigh, N. C., and WMCA, New York, has joined the announcing staff of WHK-WCLE, Cleveland.

LAUX IS WINNER
Named Best of the Baseball Announcers

FRANCE LAUX, chief announcer and sportscaster of KMOX, St. Louis, and World Series announcer for CBS, Jan. 17 was awarded the *Sporting News* trophy as "Radio's outstanding baseball announcer." CBS aired the presentation and prominent baseball personages broadcast their congratulations to Laux. During the program Laux named his selection of all-star major league baseball players observed during his career. He has broadcast the World Series games on CBS since 1933 and the All-Star games since 1934.

Mr. Laux

Formerly of KVOO, Tulsa, Laux began his sportscasts on KMOX in 1929. In the course of his athletic career in Oklahoma prep schools and colleges he was awarded 16 letters in various sports.

LUCILLE SIDLO has been named secretary to H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of WHK-WCLE, Cleveland, to replace Miss Ellinore Will who has resigned to marry. Lewis Sisk of the WHK-WCLE announcing staff has been appointed news editor.

FRANK BLAIR, former program director of WFBC, Greenville, S. C., has joined the announcing staff of WOL, Washington, D. C.

MERVIN CLOUGH has joined the announcing staff of KFYR, Bismarck, N. D.

GLEN LAW, newscaster of the Iowa Network, was named special deputy sheriff to attend a recent hanging.

JESS BABIN, formerly of the NBC sales staff San Francisco, has been named to succeed Gertrude Wright, former secretary to the sales manager. Miss Wright is leaving for Honolulu. Dorothy Dumerais, formerly secretary to the *Women's Magazine of the Air* staff, has been transferred to the sales department.

HAL HARDEN, formerly of WCAU, Philadelphia, has joined the announcing staff of WDNC, Durham, N. C., to replace Tommy Loeb who has joined the New York office of Lord & Thomas.

TRUE BOARDMAN, Hollywood continuity writer and radio actor, is on a four-month world cruise to gather material for a series of programs.

ROY BRANT, formerly with several stations in North Dakota, has joined WCCO, Minneapolis, as radio news editor.

RUSSELL OFFHAUS, of WFEA, Manchester, N. H., has joined the announcing staff of WCOP, Boston. Morton Blender, announcer, is the father of a baby girl, born Jan. 19.

DAVID OWEN, CBS Hollywood producer of *Scattergood Baines*, serial sponsored on the West Coast by Wm. Wrigley Jr. Co. (gum), was guest speaker at the Long Beach (Cal.) Ebell Club on Jan. 20. His subject was "The Drama In Radio."

SYLVESTER GROSS has resigned from the announcing staff of KEHE, Los Angeles, to join KGKO, Fort Worth, as program director.

J. ALVON BECKER, former station relations director of WOWO-WGL, Fort Wayne, is a candidate for county treasurer of Allen County, Indiana.

IN VERMONT—Bob Trout, CBS announcer, (second from left) found warmth in snowbound Vermont despite a therometer that showed 30 below. On a two-day personal appearance engagement in Springfield, Vt., he was taken around in a snow cutter. Standing in the picture are Phil Hoffman, WNBX manager, and Lansing Lindquist, program director, all of whom can be identified in this cut with the aid of a microscope.

Busman's Holiday

BOB ELSON, sports announcer for WGN, Chicago, is so interested in hockey games that he drives 30 miles east of Chicago every Saturday night to a spot on the Dunes Highway where his auto radio can pick up the hockey broadcasts of Foster Hewitt, Canadian announcer, over a Canadian station. Elson himself broadcasts the Chicago Blackhawks games when they play at home.

KATHERINE B. PERSONS, of the WLS continuity department for the last two years, has been added to the NBC-Chicago continuity staff. She succeeds Leslie Edgeley, devoting all his time to writing *There Was a Woman* and *Your Health*.

FREDDIE RICH, veteran CBS orchestra director, has been signed for a renewal running to Feb. 22, 1939, his tenth year with CBS.

WALTER NEWTON, formerly of KNOW, Austin, Tex., has replaced Sanford Guyer, resigned, on the announcing staff of WIP, Philadelphia.

BILL PERRY, of the announcing staff of WOR, Newark, is the first announcer from the station to be sent to California for a broadcast, accompanying the Eddy Duchin company for the Elizabeth Arden series on MBS.

AUDREY KERLEE, secretary to Gayle V. Grubb, manager of WKY, Oklahoma City, has resigend to accept a post in the office of Elliott Roosevelt, president of Hearst Radio Inc., New York.

GEORGE HAMAKER has been promoted to continuity chief of WKY, Oklahoma City, due to the extended illness of E. C. Sutton. Henry Orbach, WKY news editor, has resigned to join a news agency on the West Coast.

C. EARL WILLIAMS, formerly of KFEQ, St. Joseph, Mo.; WNAX, Yankton, S. D.; KFNF, Shenandoah, and KMMJ, Clay Center, Neb., has joined KFAB, Lincoln, as an announcer to specialize in farm shows.

CHRISTIE R. BOHNSACK, since 1924 program director of WNYC, New York municipal station, left the station's service on Jan. 20.

ARTHUR LA TOUR, formerly in the production and program departments at NBC and CBS, has been appointed head of the newly-organized radio department of Simon Agency Inc., New York talent firm.

JOHN HAYES, assistant production director of WOR, Newark, with Horace Gardner, author of children's books, has written *Both Sides of the Microphone*, to be published Feb. 17 by Lippincott.

TOM KEARNS, formerly with Fauchon & Marco, on Jan. 17 joined the press department of WOR, Newark, replacing Wm. P. Maloney, who recently resigned to become publicity director of Kated Inc.

LEON CHURCHON, formerly program director of KYA, San Francisco, and more recently a member of the KDKA Players, Pittsburgh, was recently named director of the radio division of the Federal Theater Project in San Francisco.

GENE CLARK, formerly assistant manager of KQW, San Jose, is now teaching public speaking and is freelance producing for radio.

MISS CLAIRE CONERTY was recently appointed hostess at KFRC, San Francisco.

WALTON NEWTON, formerly of KNOW, Austin, Tex., has joined the announcing staff of WIP, Philadelphia.

PECO GLEASON, formerly of WBIG, Greensboro, N. C., has been named program and production manager of WRTD, Richmond, Va.

EDGAR THOMPSON, radio editor of the *Milwaukee Journal* and originator of the *Behind the Mike* series over WTMJ, which brought name actors as guests from Chicago, was awarded the Catholic Action Award by the St. Rose Newman club. He leveled an editorial barrage against the Mae West broadcast.

BOB GRAHAM, student production manager of WSUI, Iowa City, has left to work in the sound department of NBC in Chicago. Don Short, WSUI continuity writer, began work Jan. 24 in the continuity department of WOC, Davenport, Ia.

WELLS (Ted) CHURCH has resigned from the publicity department of NBC to become assistant to Ted Collins, manager of Kate Smith and president of Kated Corp.

JOSEPH SAVITT, father of Jan Savitt, music director of KYW, Philadelphia, died suddenly in that city in January.

IRVING GROSSMAN, head of the artists bureau of WHO, Des Moines, is making a tour of Midwestern and Canadian fair managers conventions. For latter January and early February his itinerary will include the Minnesota fair managers meeting, St. Paul; Canadian fair managers at Winnipeg; North Dakota fair managers, Grand Forks, and Nebraska federation of fair managers, Lincoln.

BILL DOUGHERTY has been named program director of WRBL, Columbus, Ga.

FRANK AUSTIN has been named news editor of KDYL, Salt Lake City, and Jack Gregson has been appointed assistant editor.

TERRY O'SULLIVAN, formerly of Kansas City, has joined the announcing staff of WMBH, Joplin, Mo.

ROBERT LEE, announcer of WMBH, Joplin, and Miss Dessa Rue, of Joplin, were married recently.

ALLEN ANTHONY, chief announcer of KWK, St. Louis, is back at the microphone after a New Year's Eve appendectomy.

JEAN PAUL KING, commentator, will direct performances at the Provincetown Playhouse, for the second consecutive year.

MISS L. D. ROSS, secretary of American Radio Features, Los Angeles transcription concern, recuperating from an operation, is expected to return to her desk in early February.

PETE PRINGLE, CBS Hollywood *Yankee Reporter*, has been elevated to the post of managing editor of the network's Pacific Coast newscasts. He succeeds Foster Goss who resigned because of ill health.

GEORGE IRWIN, KEHE, Los Angeles, announcer, has been elevated to chief announcer. He succeeds Al Poska who has taken over the duties of program director, a post formerly held by Howard Esary, now director of International Radio Productions, a division of Hearst Radio Inc.

New Firm to Sell Tape Recordings

Grombach and Miller Affiliate Transcription Interests

AFFILIATION of Miller Film Corp., holders of patents on a sound-on-film and kindred devices, with the Jean V. Grombach transcription interests, was announced Jan. 24. The new organization will market "tape transmission," a sound process said to be used exclusively in Europe, particularly by the British Broadcasting Corp. The contracts call for the creation and production of programs by tape transmission method.

James A. Miller, president of the Miller firm, and formerly identified with Warner Bros., was declared to be responsible for the establishment and operation of tape transmission in Europe. The contracts were negotiated with Grombach Productions Inc., Jean V. Grombach Inc., and Advertisers Recording Service Inc., all Grombach firms. The Grombach companies have specialized in creation and production of network and transcription programs while a subsidiary, Advertisers Recording Service, maintains a direct instantaneous acetate disc recording service. These companies are in the Steinway Bldg., 113 West 57th St., New York City. Additional studios to provide for the new tape transcription facilities are being equipped.

Some months ago incorporation of the Miller Company by an investment group was announced. The group included Waddell Catchings, Warner Bros. director, investment banker and executive head of Associated Music Publishers, Wired Radio Inc., and Muzak Inc., entertainment subsidiaries of the North American Co.; E. F. Hummert, of Blackett-Sample-Hummert Inc., and A. H. Diebold, president of Sterling Products Inc., one of the largest proprietary groups. At that time it was said this company had in mind production of programs on film and direct sale of this type of transcription to sponsors for placement on stations.

It was explained also that the Miller sound-on-film process involved use of a film coated with a black emulsion which can be "cut" just as master transcription discs are made. It was claimed the quality of reproduction is equal to or superior to those of transcriptions and the reproducing was said to be so simple that it could be installed cheaply in stations. The Miller Company, it was then announced, controls all radio rights for Miller film. Motion picture rights are held by Warner Bros. by reason of Miller's former work in its laboratory.

In reply to an inquiry by BROADCASTING, Mr. Grombach stated Jan. 25 that Mr. Catchings was not associated with the Miller company.

George Schrand

GEORGE SCHRAND, known as George Rand, who played the role of the Old Ranger in *Death Valley Days* for Twenty Mule Team Borax on NBC for a number of years, died in the Alameda County Hospital on Jan. 8 from the effects of poison. He told the police that he had been despondent because of his inability to secure employment. He had been out of radio for three months.

Mumps the Word!

TAKING no chances on a mump epidemic in Radio City, NBC has quarantined a microphone as well as an actress. Ruth Range, actress on the *Just Plain Bill* serial for American Home Products' Anacin, did her part through swollen jaws the other day and when, following the broadcast, the doctor called it mumps, she was ordered home to recuperate and the microphone she had used was quickly sterilized, wrapped in gauze and sent to an isolated storage studio. Mrs. Range is the wife of Charles Range, NBC sound effects engineer.

UNDER the direction of Manager Joe Maland, WHO, Des Moines, has joined with the local Y.M.C.A. in sponsoring the local Golden Gloves boxing tournament in February, with Program Manager Harold Fair and Sports Editor Bill Brown handling the details.

UP Elevates Three

CLEM J. RANDAU, general business manager, and Edwin Moss Williams, general sales manager of United Press have been promoted to vice presidencies of that organization, along with Earl Johnson, news manager. Mr. Williams is in direct charge of service to broadcast stations and with Mr. Randau was largely instrumental in formulating the United Press' policy several years ago favoring service to radio on a regular subscriber basis and permitting sponsorship of the press association's news.

Atlanta Sales Meeting

FIFTH DISTRICT of the Broadcast Sales Directors held a special meeting at the Henry Grady Hotel, Atlanta, on Jan. 31. Maurice C. Coleman, manager of WATL, that city, was chairman of the meeting which discussed plans for presentation at the national sales meeting to be held in conjunction with the forthcoming NAB convention in Washington.

James Kennedy Named To FCC Legal Position

APPOINTMENT of James A. Kennedy, to the position of assistant general counsel, effective Feb. 1, to succeed Carl F. Arnold, who resigned last year, was announced Jan. 25 by the FCC. Mr. Arnold was assistant general counsel for the Telegraph Division, which since has been abolished. Mr. Kennedy, who has served as acting assistant since Mr. Arnold's resignation, will handle telegraph work. He is a native of South Carolina and was appointed to the FCC in 1934 as a senior attorney, later being advanced to principal attorney.

Under the law, there are three assistant general counsel, and one of the positions — that for telephone—is still vacant. George B. Porter is assistant for broadcasting.

CALL letters (KPBM) originally assigned to the new 100-watt station recently authorized for Poplar Bluffs, Mo., have been changed by the FCC to KWOC.

CKLW

Opens

Chicago Office

with

GEORGE ROESLER

in charge

●

Local and National spot business on CKLW increased so markedly during 1937 the management decided to open a branch office in Chicago as a further service to agencies and advertisers. Effective immediately George Roesler, well-known figure in the world of radio, takes charge of the Chicago office. Complete information regarding CKLW and the Fourth Market is now as close as your telephone.

Chicago Address

360 North Michigan Avenue

Telephone Central 0605

FRANK RYAN, *Vice President & Managing Director*

Coughlin Kept Off WOR Under Old Station Policy

A RULING that WOR will not sell time for controversial or religious programs, adopted some time ago, is the reason for that station's refusal to accept the current series of talks broadcast by Father Charles E. Coughlin, according to Eugene S. Thomas, assistant sales manager. "This decision was reached a couple of years ago," Mr. Thomas said, "due to a fear that our schedule would become topheavy with talks. So, except during political campaigns, we decided not to sell time for programs of a religious or controversial nature but if they were of sufficient public interest to broadcast them as special features on a sustaining basis. As long as Father Coughlin maintained his regular schedule we permitted him to be an exception, but when last fall he did not return to the air at his regular time we felt forced to apply the rule to him as well."

So many letters had been received from listeners asking why the noted radio priest was not heard on WOR this year that he had prepared a form letter of explanation, Mr. Thomas said. A copy of this letter, sent to a reader of the *Brooklyn Tablet*, a Catholic paper, was printed in that publication. Father Coughlin's New York outlet for his present series is WMCA.

Is There a Doctor . . .

WHEN Dr. Morris Fishbein, editor of the Journal of the American Medical Assn., recently spoke in Tulsa, Okla., he came in for a lot of ribing because that afternoon he was interviewed on a local station during a program sponsored by a laxative manufacturer. In reporting the interview, the *Tulsa Tribune* made it clear that Dr. Fishbein was not placed in the position of endorsing the product advertised on the program.

Foreign Tongue Spots

M. J. BREITENBACH Co., New York (Pepto-Mangan), which recently started a series of transcribed announcements on 75 stations, on Jan. 10 also started schedules of live announcements in foreign languages on WARD, Brooklyn; WWRL, Woodside, N. Y.; WBNX, WLTH, and WOV, New York. All are one-minute spots, to be heard one and two a week. Contracts are for 13 weeks, placed by Morse International Inc., New York.

Mennen's New Program

MENNEN Co., New York (shaving cream), on Jan. 19 started *Cheer Up, America*, with Henry Burbig, the Funnyboners, Ray Murray, and Frank Novak and his orchestra, as well as comedy productions by the Burbig Laughing-Stock Co. The program is heard Wednesdays on 4 NBC-Red stations, and Thursdays on WLW, placed by H. M. Kiesewetter Adv. Agency, New York.

Midwestern Universities Plan Shortwave Linking Of Educational Stations

SUCCESS achieved by WSUI, of Iowa City, and WOI, of Iowa State College at Ames, in carrying 36 hours of one another's programs via the direct rebroadcast method since last September, has led engineering professors of the two schools to conduct experiments with a view to linking other Midwestern universities into a rebroadcast network.

According to a report from Lenore DeVries, Iowa State student, WBAA, of Purdue University at West Lafayette, Ind., and WILL, of the University of Illinois at Urbana, has already conducted successful rebroadcasts from WSUI, Carl Menzer, WSUI director and president of the National Association of Educational Broadcasters, declared that educationally-owned stations, some operating on 12-hour-a-day schedules and yet on limited budgets, could find a chain system of great value in exchanging their best features.

At WSUI and WOI communications type receivers are used employing standard automatic volume control to keep signals at constant level. It was found that while use of a loop antenna is sometimes effective in eliminating interference, it is not entirely satisfactory and steps are being taken to install a Beverage antenna.

WWJ's 'Apex' Station

W8XWJ, the *Detroit News* ultra-high frequency adjunct of WWJ, started on Jan. 18 to broadcast its own regular daily programs on a 14-hour-a-day schedule, becoming thereby a pioneer in the "apex" field. With the beginning of its new program of operation, W8XWJ goes a step higher in the radio spectrum and will now broadcast on 41,000 kc. The station's experimentations for two years were on 31.6 megacycles, with studios located in the Penobscot Bldg. Now its offices and studio will occupy the entire 45th floor of this building, the highest broadcasting point outside of New York City. Wellington Granzow, who for several years has been assistant to Wynn Wright, program director of WWJ, has been appointed program director of W8XWJ. Director Granzow is linking the station up with local educational and cultural forces. In addition to the new program director, personnel of the new station lists August Maekelberghe, news broadcaster; Al Allen, in charge of publicity and programs; Carl Wesser, chief engineer; R. H. Fisk, Carroll E. Leedy, Al T. Parson, E. J. Kelly, R. T. Pennebaker and Miss Cosette Merrill.

Kyser for Luckies

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), now sponsoring *Melody Puzzles* on the NBC-Blue and two Mutual stations, will replace the program on Mutual with a new show featuring Kay Kyser and his orchestra, originating in Chicago. The new series will start early in February and will be a revision of Kyser's *College of Musical Knowledge*. Agency is Lord & Thomas, New York.

MEET THE WOWO FAMILY!*

A FAMILY OF
417,500
RADIO HOMES
IN 61 COUNTIES of INDIANA
OHIO and MICHIGAN

● The WOWO Family represents a population of 2,143,412 (1930 census) —more people than live in Los Angeles, Detroit or Cleveland. Here is a rich market composed of (1) 23 major trading centers (2) hundreds of small towns and villages (3) a rich farming territory. The WOWO Family has money—and spends it—to the tune of $515,380,000 annually (1935).

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives

* Residents within the WOWO Primary Area

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

Heavy Industries Now Customers of WGAR, Cleveland

Unreachables Clamor for Air As New Series Meets Favor

"HOW to get radio appropriations from large industrial concerns whose products are in the heavy industry classification?"

That problem has often presented itself to broadcasters throughout the country. Some adventures have been experienced by the nation's broadcasters in that realm, but with the exception of a few such network broadcasts, the move has never been successfully made for the individual broadcaster. Still, WGAR, Cleveland, has made a definite and seemingly proper move in the right direction. General Manager John F. Patt and staff have an industrial series on the air at present, a series seemingly headed for success.

They Laughed When . . .

Several weeks ago the idea was conceived that made machine tool manufacturers and paving equipment builders turn a smiling face to a radio salesman. He came with an idea that gave them opportunity to "sell" their companies to the city and employes an industrial talent hour titled *Talent in Industry*. Die-maker, clerk or president had the opportunity in the new WGAR series—a chance to play zither (and there has actually been one), harmonica or read poetry. Any possible radio talent or adaptability displayed by the employe is utilized in broadcast form. The president usually faces the microphone with his story of what his company contributes each year to the prosperity of the city as well as proof that his company is actively aiding the progress of science and industry.

Cost to the company is station time, plus production fee due to the great amount of time necessary for auditions and program arrangement. Each *Talent in Industry* show has thus far been of 30 minutes duration but inquiries from prospective sponsors point to a lengthening of the period. Broadcasts are scheduled Monday evenings at 10:30.

Another phase of the competition deals with cash prizes for the employes who, in the opinion of the station program department, perform most creditably. To date the American Stove Company and Hotel Statler have appeared during the *Talent in Industry* series on WGAR. Following the opening program in the series, the Cleveland station's commercial department received several requests from large industrial firms of the city, requesting further information as to costs and general nature.

SPONSORED by Buick Motor Car Co., through Arthur Kudner Inc., New York, will be final games of the Indiana state basketball tournament at Butler University, with a state-wide network of stations carrying the broadcasts by Len Riley, sports announcer of WFBM, Indianapolis. WFBM will feed WGL, Fort Wayne; WSBT, South Bend; WBOW, Terre Haute; WIND, Gary.

BROADCASTS FROM COURT-ROOM

Are Within Judge's Discretion, Says Appellate Tribunal in Upholding Verdict for KFJI

COURT-ROOM broadcasts were held to be within the discretion of the trial judge in a recent opinion of the Oregon Supreme Court. Verdict for the defendants, KFJI, Klamath Falls, its manager, George Kincaid, and David R. Vandenburg, an attorney, affirmed the decision of the state circuit court [BROADCASTING, Jan. 15, 1937] in an action for defamation of character brought by Mrs. Josephine Irwin, a witness in a murder trial which was broadcast on KFJI from the courtroom with permission of the trial judge and counsel.

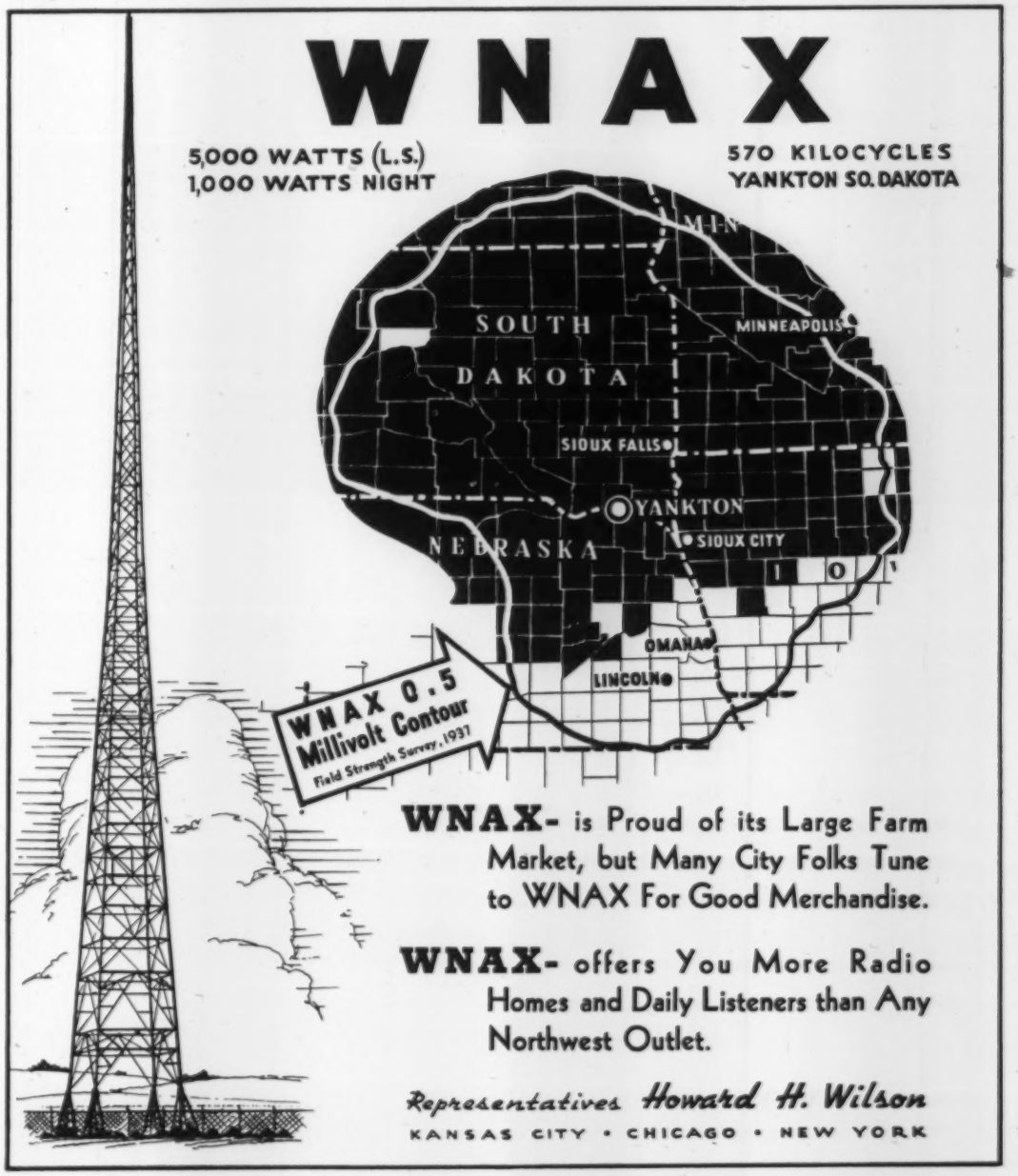
The case arose from statements made by counsel during closing arguments to the jury in the murder trial. In his decision, Justice L. G. Lewelling, said: "Undoubtedly there is a diversity of opinion as to the propriety of installing a microphone in the court-room for the purpose of broadcasting judicial proceedings, especially in cases involving sordid details of crime. This court is not prepared to say that it is unlawful per se to install a microphone in a court room to report judicial proceedings. The American Bar Assn. frowns upon such practices. It is a matter for the determination of the trial judge. In this case there was no comment by the radio company concerning the proceedings. All it did was to transmit to the public a true and accurate report of what was going on in the trial of the murder case. It entered into no conspiracy; it evidenced no malice.

"A communication made by an attorney in a judicial proceeding is absolutely privileged if it is pertinent and relevant to the issues, although it may be false and malicious," the court said.

Changes at WKZO

WKZO, Kalamazoo, Mich., announces the following personnel changes in line with the station's expanded facilities. John E. Fetzer, WKZO president and general manager, has promoted Merlin Stonehouse from the continuity department to director of programs. Prior to joining WKZO, Mr. Stonehouse was assistant manager for three years on CJIC, Sault Ste. Marie, Ontario. Dorothy Tuttle, who has conducted *Patty's Social Secretary* program on WKZO for the last year, has been named director of public relations. She was formerly associated with WJAY, Cleveland. Edwin Rector, WKZO engineer, has been appointed engineering director. Guy Stewart continues as sales manager; Wally Rodda as news editor, and Bob Latting as production manager.

TWENTY per cent of radio set owners in the country listened to President Roosevelt's address at the Jackson Day Dinner Jan. 8, according to the Cooperative Analysis of Broadcasting.



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburg

Pittsburgh Coal Co., Pittsburgh, 22 *sp*, thru Walker & Downing, Pittsburgh.
Miles Laboratories, Elkhart, Ind., 39 *t*, thru Wade Adv. Agency, Chicago.
Campbell Cereal Co., Northfield, Minn., 39 *t*, thru Ruthrauff & Ryan, Chicago.
Gorton Pew Fisheries Co., Gloucester, Mass., 11 *sp*, thru H. B. LaQuatte, N. Y.
Olson Rug Co, Chicago, 78 *t*, thru Presba, Fellers & Presba, Chicago.
Little Crow Milling Co., Warsaw, Ind., 39 *sp*, thru Rogers & Smith, Chicago.
National Biscuit Co., New York, 130 *t*, thru McCann-Erickson, Chicago.
Pinex Co., Ft. Wayne, Ind., 54 *sa*, thru Russel M. Seeds Co., Chicago.
Procter & Gamble Co., Cincinnati, 260 *t*, thru Blackett-Sample-Hummert, Chicago.
Standard Oil Co. of New Jersey, New York, 1,248 *sp*, thru Marschalk & Pratt, N. Y.
R. B. Davis Co., Hoboken, N. J., 26 *sp*, thru Chas. W. Hoyt Co., N. Y.
Horse & Mule Assn., Chicago, 25 *sa*, thru Rogers & Smith, Dallas.

WIND, Gary

Chicago, Milwaukee, St. Paul & Pacific R. R., Chicago, *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Trading Post, Chicago (food store), 3 weekly *sp*, thru Burnet-Kuhn Adv. Agency, Chicago.
Nelson Bros. Furniture, Chicago (chain), 6 weekly *sp*, thru Selvi-air Broadcasting System, Chicago.
I Am Reading Room, Chicago, weekly *sp*, thru Allied Adv. Agency, Chicago.

KHJ, Los Angeles

Union Pacific Railroad Co., Omaha (transportation), 3 weekly *sa*, thru Caples Co., Chicago.
McKesson & Robbins, Bridgeport, Conn. (tonic), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Association of Pacific Fisheries, Seattle (canned salmon), 3 weekly *sp*, thru J. Walter Thompson Co., San Francisco.

WMAQ, Chicago

M. J. Breitenbach, New York (Gude's Pepto Mangan), *sa*, thru Morse International, N. Y.
Shell Union Oil Corp., N. Y. (Shell Coke), *sa*, thru J. Walter Thompson Co., N. Y.
Calavo Growers of California (Calavos and Avocados), *sa*, thru Lord & Thomas, Los Angeles.

WOV, New York

New York Daily Mirror, weekly *sp*, direct.
Pope Food Products, New York, 6 weekly *sp*, 52 weeks, direct.
Rainbow Laundry Service, New York, 3 weekly *t*, direct.

KDYL, Salt Lake City

Union Pacific Railway, Los Angeles, 156 *sa*, thru Caples Co., St. Louis.
Albers Bros. Milling Co., Seattle, 34 *sp*, thru Erwin Wasey & Co., Seattle.

WHO, Des Moines

Zanol Products Co., Cincinnati, 24 *sp*, thru Presba, Fellers & Presba, Chicago.
Lever Bros. Co., Cambridge (Spry), 260 *sa*, thru Ruthrauff & Ryan, N. Y.
Holland Furnace Co., Holland, Mich., 40 *sa*, thru Ruthrauff & Ryan, N.Y.
Fellows Medical Mfg. Co., New York (proprietary), 312 *sa*, thru Nelson Gilliam Co., N. Y.
Procter & Gamble Co., Cincinnati (Lava), 261 *t*, thru Blackett-Sample-Hummert, Chicago.

KGO, San Francisco

Regal Amber Brewing Co., San Francisco, 7 weekly *sa*, thru M. E. Harlan, San Francisco.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 2 weekly *ta*, thru Morse International, N.Y.
Procter & Gamble Co., Cincinnati (Dash), 3 weekly *ta*, thru Pedler & Ryan, N. Y.
General Cigar Co., N. Y. (William Penn cigars), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co., N. Y.

KNX, Hollywood

Sales Affiliates, New York (Loxol), 2 weekly *t*, thru Milton Weinberg Adv. Co., Los Angeles.
La Salle Extension University, Los Angeles (correspondence school), 6 weekly *sp*, thru Hixson-O'Donnell Adv., Los Angeles.
National Live Stock & Meat Board, Chicago (meats), 6 weekly *sp*, thru Campbell-Ewald Co., Detroit.

WNEW, New York

Community Opticians, Jamaica, L. I., N. Y., 18 weekly *sp*, thru Commonwealth Adv. Agency, Boston.
American Clothes Co., Clifton, N. J., 3 weekly *sp*, direct.
O'Cedar Corp., Chicago, weekly *sp*, 6 weekly *sa*, thru John H. Dunham Co., Chicago.

WHN, New York

Washington State Apples, Wenatchee, Wash., 3 weekly *sp*, 13 weeks, thru J. Walter Thompson Co., San Francisco.
Clark Shoe Co., New York, *sa*, 26 weeks, thru Friend Adv. Agency, N. Y.

WLW, Cincinnati

Libby, McNeill & Libby, Chicago, 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.
Drackett Chemical Co., Cincinnati (Drano, Windex), 2 weekly *sp*, thru Ralph H. Jones Co., Cincinnati.
Musebeck Shoe Co., Chicago, 13 *sp*, thru Sehl Adv. Agency, Chicago.
National Livestock & Meat Assn., Chicago, 13 *sp*, thru Campbell-Ewald Co., Chicago.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club), 5 weekly *sp*, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

Fellows Co., New York (Fellows syrup), 6 weekly *sa*, thru Nelson-Gilliam Associates, N. Y.
United Drug Co., Boston (Rexall), 3 weekly *t*, thru Street & Finney, N. Y.
Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell, N. Y.

KMPC, Beverly Hills, Cal.

Firestone Tire & Rubber Co., Akron, 30 weekly *sa*, thru Sweeney & James Co., Cleveland.
Amer-Spa Corp., Los Angeles (mineral water), 6 weekly *sp*, thru Faraon Jay Moss & Associates, Los Angeles.

KQW, San Jose

General Shaver Co., New York, 5 *sa*, thru Leeford Adv. Agency, N. Y.
RCA Mfg. Co., Camden, 5 weekly *sp*, direct.

KVI, Tacoma

Guaranty Union Life Insurance Co., Beverly Hills (insurance), 6 weekly *sp*, thru Stodel Adv. Co., Los Angeles.

WAAT, Jersey City

Winkelman Shoes, New York, 6 weekly *sa*, 52 weeks, thru Jay Lewis Associates, N. Y.

KEHE, Los Angeles

L. B. Laboratories, Los Angeles (hair oil), 25 weekly *sa*, thru Glasser Adv. Agency, Los Angeles.

Drawn for BROADCASTING by Sid Hix

"My Dear, I Was Just Explaining to Miss Lush How That Bergen-McCarthy Program Was Staged!"

WGY, Schenectady

M. J. Breitenbach Co., New York (Pepto-Mangan), 3 weekly *sa*, thru Morse International, N. Y.
Cranberry Canners, S. Hanson, Mass. (Ocean Spray), 3 weekly *sp*, thru Harry M. Frost Co., Boston.
Harvey Whipple, Springfield (oil burners), weekly *t*, thru William G. Meyers, N. Y.
Oneida Ltd., Oneida, N. Y., weekly *t*, thru BBDO, N. Y.
RCA, Camden, 6 weekly *sp*, direct.
K. A. Hughes & Co., Boston (Salicon), 3 weekly *sa*, direct.
Scott Paper Co., Chester, Pa. (Scott towels), 3 weekly *sp*, thru J. Walter Thompson, N. Y.

WOOD-WASH, Grand Rapids, Mich.

Kroger Grocery & Baking Co., Cincinnati (coffee), 260 *t*, thru Ralph H. Jones Co., Cincinnati.
RCA, Camden, 15 *sa*, thru Lord & Thomas, N. Y.
American Chicle Co., Long Island City (Sen Sen), 20 *ta*, thru Badger & Browning, N. Y.
Holland Furnace Co., Holland, Mich., 40 *sa*, thru Ruthrauff & Ryan, N. Y.
Durkee Famous Foods, Chicago (Margarine), 104 *t*, thru C. Wendel Muench & Co., Chicago.

WGN, Chicago

Richman Bros. Co., Cleveland (men's clothes), 6 weekly *sa*, thru McCann-Erickson, Cleveland.
United Drug Co., Boston (Rexall products), *t*, thru Street & Finney, N. Y.
Bremner Bros. Co., Chicago (biscuits), 3 weekly *sa*, thru McJunkin Adv. Co., Chicago.
Scott Paper Co., Chester, Pa. (towels), 3 weekly *sa*, thru J. Walter Thompson Co., N. Y.
Lamont, Corliss & Co., N. Y. (cocoa), 3 weekly *sa*, thru Cecil, Warwick & Legler, N. Y.

KJBS, San Francisco

Rulo Distributors, Oakland, 5 weekly *sp*, thru Volney James & Associates, Hollywood.
Eggo Milling Co., San Jose, 10 weekly *sa*, thru N. W. Ayer Co., San Francisco.
Tidewater Associated Oil Co., San Francisco, 3 weekly *sa*, thru Lord & Thomas, San Francisco.
Mountain Copper Co., San Francisco, 12 weekly *sa*, thru Allied Adv. Agencies, San Francisco.

KSFO, San Francisco

Crowell Publishing Co., New York (Woman's Home Companion) weekly *sp*, thru Geyer, Cornell & Newell, N. Y.
Melne & Co., Seattle (Speed-i-Mix) 2 weekly *sp*, direct.
Procter & Gamble Co. (Dash), 9 weekly *ta*, thru Pedlar & Ryan, N. Y.
Sterling Products, New York (Philips milk of magnesia), 5 weekly *t*, thru Blackett-Sample-Hummert, N. Y.

WTMJ, Milwaukee

Lever Bros. Co., Cambridge (Spry), daily *sa*, thru Ruthrauff & Ryan, N. Y.
Penn Tobacco Co., Wilkes-Barre, 3 weekly *t*, thru Ruthrauff & Ryan, N. Y.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney, N. Y.

WOR, Newark

Oxo Ltd., Boston (bouillion cubes), 5 weekly *sp*, thru Platt-Forbes, N. Y.
National Live Stock & Meat Board, Chicago, 5 weekly *sp*, thru Campbell-Ewald Co., Detroit.

KPO, San Francisco

Howe Co., Seattle (lotion), weekly *sp*, thru Alfred L. Goldblatt, Seattle.

WSAI, Cincinnati

Booth Fisheries, Chicago, 5 *sp*, thru U. S. Adv. Corp., Chicago.

Radio Advertisers

ASSOCIATED Hospital Service of Illinois Inc., Chicago (hospital service), which has placed its business with Critchfield & Co., Chicago, plans to start spots on Chicago stations, with gradual national expansion to follow. Jo Kurth is account executive.

BREAKFAST CLUB COFFEE Inc., Los Angeles, formerly Golden Bear Coffee Co., and a frequent user of radio time, on Jan. 18 started for 13 weeks, a twice-weekly three-minute participiation in *Agnes White's California Kitchen*, on KFI, that city. Firm also sponsors daily spot announcements on KGB, San Diego. Agency is Philip J. Meany Co., Los Angeles.

WURLITZER MFG. Co., Cincinnati (chain store) has started a half-hour Saturday morning show on WIL, St. Louis, for 52 weeks under the direction of Jeff Salter.

NATIONAL ORANGE SHOW to be held in San Bernardino, Cal., March 17-27 has increased its advertising appropriation and will use radio. Chet Crank Inc., that city, is agency.

ALBERT S. SAMUELS Co., San Francisco, one of California's oldest jewelry firms, on Jan. 16 started a series of nightly news broadcasts, using International News dispatches with J. Clarence Myers as commentator, on KYA, San Francisco. Program is heard seven nights a week; account placed direct.

HOWE Co., Seattle (lotion) has renewed for 13 weeks its studio program *Hollywood Reporter*, Thursday nights on KPO, San Francisco. The agency is Alfred L. Goldblatt, Seattle.

WBIG,

Where Business Is Good

It costs but 37c per thousand persons, or $1.21 per thousand families, to reach one of the richest and most populous regions in the modern south, through

WBIG

A Columbia Station!

George P. Hollingbery Co.
National Representatives

Write Edney Ridge Director for "Facts and Data"

IN GREENSBORO, N.C.

Carter to Carry On

ACCORDING to General Foods Corp., New York, there has been no change in plans to sponsor Boake Carter on CBS, starting Feb. 28, despite CIO threats of a boycott. The labor publication, *People's Press*, reports that Philco failed to renew the commentator's contract because of protests about his "labor-baiting", and that General Motors played with and dropped the idea of signing him for the same reason. Benton & Bowles, agency for General Foods, says the disturbance has blown over, and anyway, "how would you boycott 119 products?" Carter is reported to have agreed to omit editorial comment on labor news. The series will promote Post Toasties and Huskies.

NOVA-KELP Co. Ltd., Toronto (mineral food), after a trial studio program over CFRB, Toronto, has extended its Ontario coverage over CKLW, Windsor, and CKTB, St. Catherines, with a half-hour studio program originating at CFRB on Saturday evening, to run three months. CFRB handled account direct.

GOODYEAR TIRE & RUBBER Co., Akron, which has been sponsoring six weekly quarter-hour news periods *Sun Up News* on KFSD, San Diego, Cal., for several months, on Jan. 1 renewed the series for another 39 weeks. Program features Sam Lipsett and Dick Cutting as commentators. Firm also sponsors a similar type of broadcast on KNX, Hollywood. Arthur Kudner, New York, has the account.

SOUTHERN SALES SERVICE, Los Angeles (grocery products), using radio for the first time, on Jan. 3 started for 52 weeks a five weekly quarter-hour morning program, *Pauline's Pantry*, on KEHE, that city. Advertising Arts Agency, Los Angeles, has the account.

RADIO may be used for Admiracion Laboratories' new product, Foamy Oil shampoo. Agency is Charles Dallas Reach Co., Newark.

M. EWING FOX Co., New York (paints), has appointed Redfield-Johnstone, New York, to direct advertising. Radio is being considered. Leonard Black is account executive.

SAWYER SCHOOL OF BUSINESS, Los Angeles, which has used radio on occasion, on Jan. 19 started a 13-week campaign using daily dramatized transcribed one-minute commercials, cut by C. P. MacGregor, Hollywood transcription concern, on five Los Angeles county stations, KFKD, KECA, KMTR, KFWB, KMPC. Continental Adv. Service, Beverly Hills, Cal., has the account.

REISS ADV. Inc., New York, is producing an Italian variety show called *L'ora di Gala* on WOV, that city, to run for 13 weeks. Sponsors include the California Grape Wine Products Co., and J. J. Kurtz & Sons, Furniture Stores. Director of the show is Newton R. Barrett, executive director of the Reiss radio department.

THE *New York Daily Mirror* on Jan. 19 started *Mirror of Thoughts*, weekly program of Italian poetry and music, on WOV, New York.

KROGER GROCERY & BAKING Co., Cincinnati, started a half-hour Monday through Friday on WCHS, Charleston, W. Va., Jan. 22 using *Linda's First Love*, quarter-hour discs for its Hot Dated Coffee and a new transcribed quarter-hour show for its bread. Branham Co., Chicago, placed the business. Ralph H. Jones Co., Cincinnati, handles the account.

IRNA PHILLIPS is the author of *Woman in White* sponsored by the Pillsbury Co., Minneapolis, and Jim Pease is writing *Attorney at Law* under sponsorship of S. C. Johnson & Son Inc., Racine, Wis. Authorship of the serials was stated incorrectly in BROADCASTING, Jan. 15.

ED KRAFT, general manager of the Northwest Radio Advertising Co., Seattle, has renewed contracts with the Titan Recording Studios, San Francisco, to record the *Old Gardner* series for Gardner Nursery, Osage, Ia. The series, which features Barry Hopkins, is scheduled to run throughout 1938.

L. B. LABORATORIES, Los Angeles, manufacturers and distributors of L. B. Hair Oil, which hasn't used radio in more than three years, on Jan. 10 started for 52 weeks using 25 spot announcements weekly on KEHE, that city. Glasser Adv. Agency, Los Angeles, has the account.

NASSOUR'S Inc., Los Angeles (soap, cosmetics), off the air four years, on Jan. 10 started a ten-week test on KHJ, that city, using three spot announcements weekly. Sponsor plans to extend campaign to include other Southern California stations if test meets with expectations. Agency is Alvin Wilder Adv., Los Angeles.

MUNDY HAIR TREATMENT Co., Glendale, Cal. (hair oil), on Jan. 23 started a four-week test on KMTR, Hollywood, using a quarter-hour Sunday afternoon hillbilly program titled *Golden West Cow Belles*. Account was placed direct.

AMER-SPA Corp., Los Angeles (mineral water), which has confined its advertising to other media, on Jan. 10 started for 26 weeks a test campaign on KMPC, Beverly Hills, Cal., using a six-weekly quarter-hour program titled *World Wide News*. Agency is Faraon Jay Moss & Associates, Los Angeles.

HAMILTON-BROWN SHOE Co., St. Louis (shoes), has placed its account with Jimm Daugherty Inc., St. Louis. A spot campaign is being considered.

SAMUEL KUNIN & SONS, Chicago (Rosemary and White City Food Products) and Morris M. Lamb Clothing Store, Chicago (clothing), have placed their account with the I. J. Wagner Adv. Agency, Chicago. The Kunin firm on Jan. 17 started five spot announcements daily on WCFL, Chicago. The Lamb firm on Jan. 16 started a quarter-hour program of recorded music on WCFL, Chicago, Tuesdays, Thursdays and Sundays.

TRUAX-TRAER COAL Co., Chicago, started news broadcasts on five midwestern stations Jan. 24. The list includes WHBF, WMT, WOC, WCLO and WROK. Harry V. Miles & Associates, Cincinnati, handles the account.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive Golden Corn Syrup), have bought a new transcription series, *Nonsense & Melody*, from All-Canada Radio Facilities Ltd., Toronto, to run over CKY, Winnipeg, till end of May. Agency is McConnell Eastman and Baxter, Toronto.

Sweetheart in East

MANHATTAN SOAP Co., New York (Sweetheart soap), the week of Jan. 16 started a series of three ten-minute musical programs a week on WEAF, New York; three five-minute transcriptions a week on WOR, Newark; and one-minute announcements on WNEW, WMCA, WHN, New York; KYW, WFIL, WCAU, Philadelphia; and WEEU, Reading, Pa. Agency is Peck Adv. Agency, New York.

New Zenith Product

ZENITH RADIO Corp., Chicago (radio sets) will shortly start manufacture of a new product according to announcement made by Commander E. F. McDonald, president. No spot radio advertising will be used for the new product, all radio advertising being confined to Zenith's CBS show on Sunday nights, although a half-million dollars is to be spent to advertise the new product.

WEED AND COMPANY

NOW ONE YEAR OLD

KGLO

Mason City · Iowa

Supplying CBS service to Northern Iowa.

Fastest Growing and Most Progressive Station in the Midwest.

RESULTS COUNT MOST

Radio Station Representatives

- NEW YORK
- DETROIT
- CHICAGO
- SAN FRANCISCO

Agencies

HARRY ELLIOTT Adv. Inc., San Francisco, has been appointed Pacific Coast representative of MacManus, John & Adams Inc., Detroit agency which recently closed its offices in Los Angeles and San Francisco. Jack Hutchison, formerly Pacific Coast manager of the eastern agency, has joined Industrafilm Inc., Hollywood motion picture production concern.

WILLIAM SANDIFORD has joined the Seattle office of MacWilkins & Cole Inc., in charge of the radio department. He formerly was announcer-producer at KOIN, Portland, and more recently part owner and manager of KAST, Astoria, Ore. George Weber is manager of the Mac Wilkins & Cole Seattle office and Showalter Lynch continues as general supervisor of the agency's radio activities.

GEORGE TORMEY, executive of Blackett-Sample-Hummert, New York, has been elected a vice-president of the firm.

B. CHARLES-DEAN has resigned as president of British-American Productions, New York, to head his own radio advertising firm, B. Charles-Dean Co., New York.

J. J. DICKELY, manager of Gerth-Knollin Adv. Agency, Los Angeles, is the father of a baby boy, born recently.

BILL LAWRENCE, CBS Hollywood producer, appointed by McCann-Erickson Inc., New York agency handling the account, has taken over production of the weekly *Dr. Christian* program, sponsored by Chesebrough Mfg. Co., on the network from the former city. Miss Dorothy Barstow, who came to the West Coast to start the program, is now in New York.

ARTHUR W. (Tiny) STOWE, formerly radio director of Hays MacFarland & Co., Chicago, and more recently head of his own radio production agency in Chicago, has gone to Hollywood where he is producing the General Mills' CBS *Hollywood in Person* show for Russell M. Seeds agency, Chicago agency handling the account.

DICK MARVIN, radio director of J. Walter Thompson Co., Chicago, will teach two radio courses at the Chicago campus of Northwestern University for the winter term beginning Feb. 9.

GEORGE B. HART, formerly sales promotion manager of Scripps-Howard Radio Inc., has joined Frederic W. Ziv Inc., Cincinnati agency, to supervise production of its transcribed air shows including *The Freshest Thing in Town*, *Secret Diary* and *News with Paul Sullivan*.

ARTHUR HELD Adv., Chicago, has moved to larger quarters at 216 W. Jackson Blvd. The new telephone number is Dearborn 7490.

FRED MOYER JORDAN, vice-president and Pacific Coast manager of Buchanan & Co., Los Angeles, has been appointed a regent of the University of California. He is 32 years of age and the youngest appointee ever named to the regency.

JOHN GORDON, radio executive of Ruthrauff & Ryan, New York, and S. E. Van Wie, advertising manager of R. B. Davis Co., Hoboken (Cocomalt), were in Hollywood during January to confer with Tiny Ruffner, the agency's West Coast manager, and to check on the CBS *Joe Penner Show*.

ALVIN WILDER, advertising executive and commentator, has organized his own agency under the firm name of Alvin Wilder Adv., with offices at 315 West Ninth St., Los Angeles.

Morey to Frankel-Rose

AL MOREY, formerly writer and producer of WHO and KSO, Des Moines, has joined Frankel-Rose Co., Chicago advertising agency, as radio director. A former member of Fred Allen's writing staff he has also been with two New York agencies, Federal Advertising Agency, and McCann-Erickson. Before entering radio Mr. Morey was an orchestra leader and master of ceremonies for the Balaban & Katz Theatre chain in Chicago.

Mr. Morey

TWO Chicago agencies, Phil W. Tobias & Associates and Simmonds & Simmonds Inc., have consolidated under the firm name of Simmonds & Simmonds Inc. Officers of the firm are: Phil W. Tobias, president; F. M. Simmonds, Jr., vice-president and C. O. Brewer, secretary and treasurer. A radio campaign may shortly be begun for a national association of hatcheries.

W. E. SPROAT & Co., Advertising, Chicago, has changed its name to Sproat-Hirschmann-Sproat, the partners remaining the same. The agency has moved to 664 N. Michigan Ave. with the new telephone number Superior 4845.

McGIVERAN-CHILD ADV. Co., agency at 10 S. La Salle St., Chicago, has been purchased by Milton J. Klee and Sydney B. Loewenberg of the Meyer-Both Co., Chicago. The name of the agency will be changed to McGiveran-Child Co. with the personnel remaining intact, both Dorothy McGiveran and Janet Child continuing to serve as account executives and officers.

GERALD PAGE-WOOD, vice-president of the Chicago office of Campbell-Ewald Co., has resigned.

H. L. McCLINTON, recently appointed director of production, radio department, N. W. Ayer & Son Inc., New York, has been made a vice-president of the agency.

WM. T. HAMILTON, account executive, has resigned from Lord & Thomas, New York, to join Lennen & Mitchell, New York.

SIMONS-MICHELSON Co., New York, is now located at 30 Rockefeller Plaza. Phone is Circle 7-7874.

CHARLES ELWYN HAYES Adv., Chicago agency, has moved to 122 S. Michigan Ave. The new telephone number is Wabash 8139.

POWERS-HOUSE Co., Cleveland agency, has discontinued operation.

ROBERT KAHN & ASSOCIATES, new Chicago agency, is now handling the following accounts: Bath Salts Co., Saratoga Springs, N. Y.; Rivkin Furniture Co., Akron, O.; Solo Laboratories, Chicago (cosmetics); Dutch Mill Delicious Home Made Candy Shops, Chicago (candy store chain); Hess Warming & Ventilating Co., Chicago (oil burners and automatic stokers); Berkson Products, Chicago (automotive products). The firm is also handling publicity for the following Chicago radio stars: Betty Winkler, Anne Seymour and Betty Reller.

KOSS, MORGAN & BROOKES, Chicago promotion agency at 810 S. Wells St., has changed its name to Brookes & Son Co. Morton S. Brookes is president, John S. and Morton Jr., his sons, are associates.

WILBUR C. JEFFRIES, formerly with David C. Cummings, Los Angeles agency, has purchased that business and now is operating it under the firm name of W. C. Jeffries Co., with headquarters at 816 West Fifth St. Mr. Cummings is now associated with Bowman, Deute, Cummings, San Francisco.

MARTIN Inc., Detroit, has changed its name to Martin, Frank & Atherton Inc., with newly elected officers as follows: President and treasurer, Frank V. Martin; vice-president, Frank W. Atherton, and secretary, E. G. Frank.

RADIAD SERVICE, Chicago, specializing in commercial continuity copy, has moved to larger quarters at 612 N. Michigan Ave. Edward L. Foertsch, president of Radiad, has been appointed representative of Vis-O-Phone Sales Co., handling a new line of sound slide film machines and portable turntables.

CONSOLIDATED Radio Artists, headed in San Francisco by Larry Allen, on Jan. 15 absorbed Associated American Artists. The AAA staff has been retained intact.

ZACK FREEDMAN, New York theatrical producer, has joined the radio department of The Small Co., Hollywood talent agency, and is preparing a program schedule to go network for an unnamed sponsor.

IRA ASHLEY and Irving Murray, both of New York, have been added to William Esty & Co., Hollywood, as continuity editor and writer respectively on the CBS *Oakie College* program.

Frey Names Partners

CHARLES DANIEL FREY, Chicago agency, announces that Ashley Belbin, formerly of Blackett-Sample-Hummert, has joined the firm as a partner. New partners also include Lorry R. Northrup, former general manager, and Arthur B. Sullivan, director of production. R. L. Hurst, formerly head of the Chicago office of BBDO, was made a partner last December. The offices and facilities of the company are being expanded at 333 North Michigan Ave., Chicago.

B-S-H Again Leads

FOR THE fourth consecutive year Blackett-Sample-Hummert Inc., New York, led all advertising agencies in 1937 in the total amount of money invested in radio time. The agency's 1937 total was $10,361,446. In network billings the agency was $1,700,000 ahead of its nearest competitor. The gross billings were as follows: NBC, $5,086,667; CBS, $2,052,412; MBS, $154,411. Spot time placed with local stations totaled $3,067,956.

WOPI, Bristol, Tenn., is printing stories broadcast by its *Story Lady* and offering them to listeners at 15 cents a copy.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE Merchandising Service

PERFECT Reception, too,

WOKO

FOR YOUR SALES MESSAGE

★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W-O-K-O ALBANY, N.Y.

OVER 300,000 HOT SPRINGS VISITORS IN 1937

★

SELL ARKANSAS VIA KTHS

10,000 WATTS

1060 Kc. NBC

Hollingbery Opens Own Rep Business

Negotiations With Mrs. Craig For Her Interest Ended

FAILURE of Mrs. Jeanne Craig and George Hollingbery to agree on the terms whereby Mr. Hollingbery was to have purchased the interest in the firm of Craig & Hollingbery which had previously been held by the late Norman Craig [BROADCASTING, Jan. 1] has led to a dissolution of the station representative firm.

Mr. Hollingbery has resumed operations as the George P. Hollingbery Co., and has opened New York offices at 420 Lexington Ave. Edward Spencer, formerly Eastern manager of Craig & Hollingbery, has joined Hollingbery Co. in the same position. Robert Davies, salesman for Craig & Hollingbery, and Al Hodges, of the national advertising staff of the *New York Herald-Tribune*, will also join the New York staff of the new company. Telephone number is Murray Hill 3-8078.

Contract Negotiations

In New York for the opening of his new offices, Mr. Hollingbery said that in December he and Mrs. Craig had signed a contract under which he was to acquire her interest in the business, but before the deal was consummated she asked for a new contract under terms which were not acceptable to him. Following this, he said, he called each station on the Craig & Hollingbery list and notified it of his intention to carry on alone. All of the stations except WEBC, Duluth, and WJAX, Jacksonville, authorized him to represent them, he stated, and these two retained him as their representative outside of New York.

Included in the list of stations he will represent are WHAM, WDRC, WOKO, WEEU, WORC, WWJ, WREN, KSCJ, WAAF, WCOL, WHIO, WIOD, WJDX, WBIG, KTSM and WDBJ, the last-named in New York only. Mr. Hollingbery also maintains offices in Detroit, Jacksonville and San Francisco.

Mrs. Jeanne Craig said a contract had been signed with George P. Hollingbery and the stock of Craig & Hollingbery Inc., New York, placed in escrow with the Harris Trust & Savings Bank of Chicago, but when Mr. Hollingbery failed to comply with the terms of the agreement, the Harris Trust & Savings Bank, Chicago, escrow agents, returned the stock to Mrs. Craig, thereby terminating negotiations. Only one member of the Craig & Hollingbery, New York staff resigned, she said, and Morton D. Bolton and Paul F. Adler are continuing to service accounts as usual.

Courses at Iowa State

SECOND semester courses for students interested in radio at Iowa State University, Iowa City, include radio advertising under Prof. Charles Sanders of the School of Journalism, and speech in radio broadcasting under Prof. H. Clay Harshbarger, of the speech department. Practical work is given at the University's station, WSUI. In the College of Engineering a course in television will be conducted by J. L. Potter in radio theory and design by L. A. Ware.

Reps

J. CURTIS WILLSON, formerly head of the New York office of Hearst Radio Inc., and Chris Heatherington, with CBS in St. Louis and Chicago several years and recently with Ruthrauff & Ryan, Chicago, have joined the Chicago office of International Radio Sales, new Hearst firm.

HOWARD H. WILSON Co., Chicago, has reduced its station list with the objective of providing improved service, according to Mr. Wilson. Stations now represented are WNAX KUOA KFBI KFYO KWTO KGBX KGNC KMA KRGV WDGY WJAG WTAX KOAM KMBC.

WFLA, Tampa, Fla., has appointed Gene Furgason & Co., station representatives, as its national representative.

NATE P. COLWELL, Canadian manager of Joseph Hershey McGillvra, and Miss Ethel Oates Fulford were married Jan. 20 in Toronto.

KIRO, Seattle, and KGGF, Coffeyville, Kan., have appointed E. Katz Special Adv. Agency as their national representative.

Bill Roux Joins Hearst

W. C. (Bill) ROUX, formerly in charge of publication promotion for NBC and prior to that local sales promotion manager for NBC's managed and operated stations, has joined International Radio Sales, division of Hearst Radio, as director of promotion and publicity. Before joining NBC in 1932, Mr. Roux had his own advertising agency in Newark, and at one time was assistant advertising manager of L. Bamberger Co.

Mr. Roux

Roesler Named by CKLW

GEORGE ROESLER, Chicago station representative, and former commercial manager of the Affiliated Broadcasting System, on Jan. 18 was named Chicago branch manager of CKLW, Detroit-Windsor, by Frank Ryan, managing director. His office is at 360 N. Michigan Ave.

Roland Blair Named

ROLAND R. BLAIR, with Rogers & Smith Adv. Agency, Chicago, for the past year, has been appointed radio director of the agency. Before coming to Chicago, Mr. Blair was vice-president of KMBC, Kansas City, a post he resigned to enter the agency field. Mr. Blair joined the Kansas City station in 1930 in a local sales capacity, later becoming retail salesmanager and vice-president. Spot accounts handled by the agency include Reid, Murdoch & Co., Chicago (Monarch Brand Foods); Jel Sert Co., Chicago (Flavoreair, Maca-Mix); McKenzie Milling Co., Quincy, Mich. (pancake flour); Little Crow Milling Co., Warsaw, Ind. (Coco Wheats); G. E. Conkey Co., Cleveland (poultry feeds).

Mr. Blair

ROBERT TAYLOR, film actor, has been made permanent master-of-ceremonies of the M-G-M-Maxwell House *Good News of 1938* program on NBC-Red network, under sponsorship of General Foods Corp.

★ **WIBW programs are EXACTLY the kind that Kansas people prefer . . . . *selected by their own vote.***

★ **WIBW's frequency of 580 kilocycles allows clear reception in every corner of the State.**

★ **WIBW leads all others as the PREFERRED STATION of Kansas Farm and small town families.**

These are facts which have been PROVED CONCLUSIVELY by impartial survey . . . facts which have led such advertisers as Montgomery Ward, Oxydol, Allis-Chalmers and many others to the conclusion that WIBW is the ONE radio station that can SELL to Kansas people . . . on the farms and in the towns . . . at the *lowest possible cost.*

★ **Proved in "Kansas Radio Facts", the book that sets a new standard of unbiased fact-finding . . . an accurate story of radio in Kansas. Write for your free copy today.**

WIBW — *"The Voice of Kansas"*

BEN LUDY, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

The DOHERTY CI

FEATURES

Doherty High Efficiency Amplifier Circuit. Requires less primary power, greatly reduces operating costs.

Is entirely AC operated.

Meets all FCC requirements.

Utilizes improved stabilized feed-back circuits.

Low noise and distortion — assures high fidelity.

Automatic over-load protection and two automatic voltage regulators.

Gives instant visual indication of trouble in any important circuit.

Improved grid bias modulation.

Cathode ray oscillograph connections provided in important circuits.

Furnished with air blast or spray pond cooling equipment.

Antenna coupling unit p vided for use with either se (insulated) or shunt (grou ed) vertical radiator.

Engineered for continu operation and future exp sion.

Has fewer tubes.

Western

RADIO TELEPHONE BR

ICUIT makes possible this "half-size" 50 KW

Western Electric's new 50 KW measures over all approximately 18′ x 18′ including the enclosure. The transmitter units require only about *half* the floor space ordinarily needed for 50 KWs!

Reduction in space is not the only thing achieved thru the use of the Doherty Circuit; overall operating costs are lessened; simpler circuit elements are used; tube life is increased; transmitter tuning is simplified; and among other improvements reliability is increased.

Once again Bell Telephone Laboratories and Western Electric set the pace! Get full details at the N. A. B. Convention or from Graybar.

W.E.'ll be there!
To greet you at the
N. A. B. Convention

ASK YOUR ENGINEER

Distributors: Graybar Electric Company, Graybar Building, New York. *In Canada:* Northern Electric Co., Ltd. *In other foreign countries:* International Standard Electric Corp.

t Electric

DCASTING EQUIPMENT

Purely PROGRAMS

RIDDLE epidemic in Atlanta is the result of *Riddle Me This*, a daily morning series on WATL, sponsored by Castleberry Food Products. Bill Shannon, WATL announcer and "riddle man," airs a riddle and local housewives phone in so many answers that a special switch board has been installed, according to Maurice C. Coleman, WATL manager. Every listener phoning in the correct answer gets a certificate for a free can of the sponsor's products. Cooking utensils are awarded weekly for the best riddles sent in on the back of a label or facsimile. Everybody likes the program, says WATL, except maybe the telephone company.

Essays of Criticism

UNIQUE literary test is being conducted on KGO, San Francisco. The public Education Society, the Radio Advisory Committee and Public Library officials are directing the *Junior Drama Hour*, planned and produced by local high school students. Principals of the schools designate two students to listen in and write essays of criticism. The first broadcast was aired Jan. 20 when drama students of the George Washington high school presented "Hoosier Schoolmaster" under the direction of Miss Marie Weller.

* * *

Boos and Bouquets

LISTENER MAIL forms the continuity for a new series on KGVO, Missoula, Mont., called *Boos & Bouquets* consisting of listener grievances and commendations. The program follows the court formula with a girl reading the letters from women, a man those from men. Bob Young, KGVO announcer, plays appropriate musical numbers for each boo and bouquet.

* * *

More Attractive Homes

INTERIOR DECORATING is the subject matter of *Room Recipes*, a new series on KDYL, Salt Lake City, sponsored by ZCMI department store. Marie Fontaine, the sponsor's home decorating adviser, gives hints thrice weekly on rehabilitating various rooms of the home.

Reunion in Nebraska

WOW, Omaha, on Jan. 12 broadcast a reunion of those people, who, as children, were trapped in their schoolroom and thus survived the Midwest's worst blizzard, in 1888. The survivor-pupils sat in their original seats, facing the same teacher, and gave excuses for their absence during the past 50 years. The program ended with a prayer, the teacher asking for another reunion in Heaven 50 years hence. Farm women prepared an elaborate meal for the entire countryside. WOW received about 300 letters on the broadcast, all commendatory.

* * *

How Many Times?

BASKET of groceries goes to the housewife naming the number of times "the", and "and", "to", and "you" are used in the commercials during the *Kiddies Hour* on KHBG, Okmulgee, Okla. Sponsored by the Jonnie's Food Palace the program is a weekly variety show broadcast from the sponsor's auditorium which seats 356 persons. The sponsor uses radio exclusively and according to KHBG the program is breaking all local records.

* * *

Toothaches Taboo

DENTAL HEALTH is the subject of a new series on WCCO, Minneapolis, under auspices of the Minnesota State Dental Assn. and the State Department of Health, featuring outstanding dentists. Educating laymen in the care of their teeth is a real public service that its listeners like, says WCCO.

* * *

Educating Children

ASSISTING parents in the correct rearing of young children, KOIN, Portland, Ore., has started a series called *The Child Ways Counselor*, featuring Alva W. Graham. So popular is the program, says KOIN, that many letters of commendation were received before the first broadcast.

* * *

Ohio Editors

BACK ON the air by listener demand is *The Editor Speaks*, a thrice weekly program on WSPD, Toledo, O., featuring Joe Rockhold who reads outstanding editorials from all papers within WSPD's listening area.

WEATHER-PROOFED — Is Alan Hale, ace sports announcer of WISN, Milwaukee, for the freezing interior of the hall where local sports fans view splatter-by-splatter accounts of the newly popular wrestling-in-the-mud sport.

* * *

Amateur Amateurs

IN SEARCH for child talent, WJBK, Detroit, broadcasts its *Sally's Amatur Hour* twice weekly from local theatres where audiences choose two amateurs whose expenses are paid for a trip to New York and a Major Bowes tryout. The series is directed by Nick Nichols of the WJBK program staff.

* * *

Seven New Programs

SEVEN FRESH IDEAS is the subtitle of a program promotion folder published by KNX, Los Angeles, key station of CBS on the Pacific Coast. Done in black and gold the folder suggests that the new shows are "plastic . . . capable of being molded to fit the advertising plans of individual sponsors."

* * *

Why Pay Taxes?

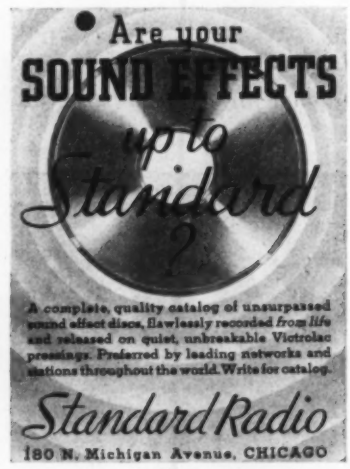
TELLING Michigan taxpayers how their money is spent is the purpose of *The People's Business*, a Saturday night series on WJR, Detroit. First program consisted of recordings of interviews with the warden, psychiatrist and inmates of the State prison. Duncan Moore of WJR is in charge of the program.

* * *

How They Used to Farm

FARMING METHODS then and now is the gist of a new Saturday night series on WLS, Chicago, titled *Land O' Memories*. Featured is Chuck Acree in discussions of interesting facts about old time farming methods. Folk music of long ago is used as background. Sponsor: Allis-Chalmers Mfg. Co., Milwaukee.

Major R.E. Zultz
—takes the Stump
Cover the rich Carolina tobacco-cotton market with these two stations at one low rate.
—and states his platform on the one kind of campaign promise that is sure-fire on being kept — that's the glowing promise of sales from your advertising campaign over the Carolina Combination — the twin stations with favorable frequencies, concentrated coverage, reasonable rates, potent power — and MAJOR REZULTZ!
The CAROLINA COMBINATION
WIS
COLUMBIA, S. C.
5000 WATTS, NBC
WPTF
RALEIGH, N. C.
5000 WATTS, NBC
560 WIS
680 WPTF
Represented by Free & Peters, Inc.
Sold at one low rate


Are your
SOUND EFFECTS
up to Standard?
A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded from life and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.
Standard Radio
180 N. Michigan Avenue, CHICAGO

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

For Extraordinary People

ONLY THOSE *Deserving of Credit* appear on a program of that title each Sunday afternoon on WAAF, Chicago. Under sponsorship of the local Newart Clothiers, John L. Sullivan presents and interviews two persons each Sunday whose heroism and achievements make them worthy of public attention.

* * *

NBC Portraits

LIVES of men and women who have contributed most to America's progress will be dramatized in a new series called *American Portraits* on NBC-Red. The programs will be broadcast on Saturday evening, immediately preceding the Toscanini broadcasts.

* * *

Shortwave Lessons

SHORTWAVE code lessons are broadcast every Thursday on WRTD, Richmond, Va., under auspices of the American Radio Relay League and the local boy scouts.

* * *

NEARBY FIRE—From its studios, WAAT, Jersey City, had a fine view of a blaze at the Hotel Plaza. Here is Maurice Hart (center), chief announcer, describing the fire, with Lowell Cartwright at left and Watt Watkins at right.

* * *

Proving Ground

STUDENT participation program on WGL, Ft. Wayne, Ind., called *School of the Air* is used as a proving ground for announcers and production directors. Figures show that 4,000 hours of work have been spent by 265 students on 19 broadcasts. The most promising are given repeated opportunity on the program.

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

PROGRAM CLINIC
Salesmen Given a Chance to Air Their Ideas

PROGRAM CLINIC of WTMJ, Milwaukee, gives the salesman a voice in program production during a weekly period when salesmen, continuity writers and production men meet for discussions of programming. In explanation of the procedure, Don Abert, WTMJ manager, said "The staff salesman is in intimate contact with the account and is in excellent position to offer ideas which, when skillfully meshed with entertainment, should come closer to what the client needs and will accept when he is brought to the selling audition. Moreover, these meetings create greater interest on the part of salesmen and result in better understanding of program sales problems between the sales staff and the programmers."

From Welfare Records

MARY C. TINNEY, former professor of sociology and delegate to international social welfare conferences in Paris, Freiburg and Rome, has started *Mirrors of Manhattan* on WBNX, New York. The program consists of true human interest stories chosen from social welfare records.

* * *

WSM Educational Series

PROGRAM folder on its educational features has been released by WSM, Nashville, including a digest and synopsis of educational programs for adults, children and high school students. Attractively laid out in ivory and blue, the folder invites listener comment.

* * *

Campfire Harmonies

ANTICS of campers forms the background for a new variety show on WINS, New York, called *Kamp Kapers*. Studio audience will join in singing camping songs. Billy Kern is master of ceremonies of the series broadcast five days weekly.

* * *

Editors Squirmed

WHEN newspaper editors met recently in Denver at the Colorado Press Assn. annual convention, KLZ sent Wes Battersea and a local columnist to interview the interviewers. Resulted in publicity in 30 papers and pulled strong listener interest, says KLZ.

* * *

Safety Awards

NEW safety program on KSO, Des Moines, includes the award of weekly merit buttons to drivers and pedestrians nominated for acts of thoughtfulness and caution in preventing accidents.

* * *

Play Discipline

NBC, in presenting Maxwell Anderson's "Second Overture" on Jan. 29, preceded it with the most stringent production technique available to radio. Rehearsals began 12 days in advance, the actors memorized their parts, and a single unidirectional microphone was suspended over the stage. There was no studio audience.

Playwriting Contest

SECOND ANNUAL playwriting contest has been announced by Drake U, Des Moines, Ia. Open to both amateur and professional writers of the U. S., the contest offers a first prize of $35, a second of $10, and a third of $5. Scripts should play either 13 or 26 minutes and the competition closes March 15. Edwin G. Barrett, director of radio at Drake U, says of the contest: "It is our desire to encourage young writers to make a serious study of dramatic writing for the medium of radio."

Social Hygiene on Nets

FOR THE first time in radio history, combined NBC-Blue and CBS networks will carry a program on venereal diseases—a subject which only a year ago was regarded as taboo for nationwide radio. On Feb. 2, designated as *National Social Hygiene Day* at 10:45-11 p. m. (EST), the networks will carry addresses by Dr. Thomas G. Parran, Surgeon General of the United States, General John J. Pershing, and Dr. Ray Lyman Wilbur, former Secretary of the Interior, members of the Anti-Syphilis Committee. The program will mark the beginning of a concerted drive to enlist voluntary support of the American people against the menace of spreading social diseases. Allied with the Committee is the American Social Hygiene Association.

INTERNATIONAL News Service is preparing 12 five-minute scripts of a series of articles by H. R. Knickerbocker on the inside developments in Russia, and the situation between China and Japan.

Bergen-McCarthy Winner In Press Popularity Poll

IN THE FIRST radio poll conducted by the *Chicago Tribune* and other papers throughout the country in the Chicago Tribune-New York Daily News Syndicate, Charlie McCarthy and Edgar Bergen took first place with 36,996 points, with Jack Benny and Mary Livingston running second with 29,669 points and Bing Crosby coming third with 22,034 points. Winners were determined by the ballots which were published for an entire week, readers sending in their favorite radio artists.

Rating in the election was on points with the first name on the ballot getting three points, second getting two and the third getting one. Don Ameche, Eddie Cantor, Jeannette MacDonald, Burns and Allen, Fred Allen, Kate Smith and Nelson Eddy, placed fourth to tenth respectively. Bergen & McCarthy will receive as a symbol of their victory a sceptor orb, the former inscribed with the logotypes of the cooperating newspapers and both topped with a replica of the microphone.

Tussy Is Back

LEHN & FINK PRODUCTS Co., New York (Tussy cosmetics), after a lay-off of several weeks, on Jan. 17 resumed for 13 weeks, its twice-weekly quarter-hour musical program *Hawaiian Moon*, on 2 CBS California stations (KNX, KSFO). Thomas Freebairn-Smith is announcer and Carlyle Stevens, producer of the series. Agency is Wm. Esty & Co., New York.

WHAS
LOUISVILLE
50,000 WATTS
Nationally Cleared Channel

Offers You More Than 1,267,519 Families in the Heart of the Rich Ohio Valley

This big popular pioneer station gives best results.

★

820 Kilocycles
CBS Outlet

Latest survey of our Proved Primary Listening Area shows 4,932,307 population . . . 904,999 radio homes . . . 134,204 income taxpayers . . . $2,738,119,583 total annual sales . . . $292,726,998 food sales . . . $77,575,083 filling station sales . . . $52,545,833 drug sales. Facts in detail on request.

EDWARD PETRY & COMPANY
National Representatives

COURIER-JOURNAL & LOUISVILLE TIMES STATION

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark
PHONOGRAPH RECORD CO.
NEWARK·N·J·
216 HIGH ST.
HUmboldt 2-0880

WOR TRANSCRIBES FOUR NEW SERIES

FOUR TRANSCRIPTION campaigns shortly to be launched are being recorded by the recently formed WOR Electrical Transcription & Recording Service, New York, a unit of the Bamberger Broadcasting Service.

For Johns-Manville Co., New York, WETRC is recording a series of five-minute inspirational talks by Gabriel Heatter, commentator, to be placed on WOR starting Feb. 1 and on 10 other stations and a bigger list to be handled later by J. Walter Thompson Co.

For National Ice Industries, Chicago, a series titled *Homemakers Exchange* and featuring Eleanor Howe, to be released later, is being recorded under the direction of Donahue & Coe, New York agency.

The *Myrt & Marge* series, heard on CBS for Colgate-Palmolive-Peet Co. (Supersuds) is being recorded for spot placement through Benton & Bowles, while Colgate-Palmolive-Peet Co., also through Benton & Bowles, is recording *Hilltop House* now heard on WOR for later placements.

New Transcription Firm, Radioscriptions, Formed

RADIOSCRIPTIONS Inc., a new transcription corporation, has been formed in Washington, D. C., with E. G. Sharpless as president; Marie Fairbairn, vice-president; Bevan P. Sharpless, secretary and treasurer, and R. J. Coar, former head of U. S. Recording Co., chief engineer. Del Anchors has been named assistant recorder. The main studio is equipped with WE microphones and the control room has four turn tables, four professional recorders for direct or wax records.

In addition to its transcription service the firm will offer a script service. The company has just completed a series of 50-second dramatized spots for the local Lafayette Hotel, the account having been placed on 37 stations through the Romer Adv. Agency, Washington. Scripts are being written for dramatization of well-known childrens' fairy tales.

"Ive Already Advertised Over WHB . . . Those People Are Waiting for the Fire Sale to Open"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to— **DON DAVIS, President, KANSAS CITY, MISSOURI**

TRANSCRIPTIONS

STANDARD RADIO Inc., Chicago, has sold 30 sound effects to the radio station in Brussels, Belgium. WOW, Omaha, has purchased a complete library of sound effects. Other stations buying sound effects include WSMB, New Orleans; WFBL, Syracuse; WSM, Nashville; KNX, Hollywood; KSFO, San Francisco; KRRV, Sherman, Tex. WTAG, Worcester, has bought the *Donald Novis Sings* series from Radio Features, Hollywood, a Standard Radio subsidiary.

NBC's transcription department has sent to all stations subscribing to its Thesaurus library service continuities for special programs tying in with the three holidays in February, Lincoln's Birthday, Valentine's Day and Washington's Birthday. Each continuity makes use of one or more Thesaurus recordings. Thesaurus is offering a new quarter-hour show, *Musical Workshop*, featuring Bill Wirges and his Rainbow Rhythm Orchestra.

EARNSHAW Radio Productions has set up complete facilities for auditioning new programs in its new branch office at 545 Fifth Ave., New York. Charles Michelson is eastern representative.

WOR, Newark, has issued a rate card for its recording and transcription service, including master recordings, spot announcements, off-the-line recordings, pressings from master records, and portable recordings.

ASSOCIATED Music Publishers Inc., New York, announces that KFYR, Bismarck, N. D., has subscribed to its library service.

BENNY WALKER and Memory Roberts, actors, will make 104 recordings at Titan Recording Co., San Francisco, for Sego Milk of the NBC program *Sego Milky Way*. The account is handled by Edith Abbott and Gillham Adv. Agency, Salt Lake City. Tobe Reed, KFRC announcer, and George Tolin, Allied Advertising Agencies, San Francisco, are recording a special sales program for W. P. Fuller Co., paint manufacturers, at Titan Recording Co. studios, San Francisco.

C. P. MacGREGOR, Hollywood transcription concern, announces the following stations have subscribed to its library service: KVOR KGHF KFJB WKBH WKBB WDWS WHBF WCBS WJBL WHEF KORE KXL.

GEORGE JESSEL Radio Enterprises, which will produce transcribed and live talent programs, has been established by the actor-producer in Hollywood, with headquarters at 1680 N. Vine St., in the Taft Bldg. Jack Raymond has been brought in as manager, with Sam Carlton in charge of writers. The organization is preparing four broadcast series for sponsor consideration. Jessel will continue as radio production advisor on the M-G-M Maxwell House *Good News of 1938* program, and also carry on his Mutual-Don Lee network series, *30 Minutes in Hollywood*.

R. U. McINTOSH & Associates Inc., Los Angeles production concern, has completed a new and unique quarter-hour dramatic serial titled *Paroled*, which was cut at Recordings Inc., Hollywood, under direction of E. J. Holden. Each of the 120 episodes relate the feelings of paroled convicts and their struggles to re-establish themselves. A dictionary of underworld slang is offered as a merchandising tie-in. McIntosh has also sold 65 additional quarter-hour episodes of *The Plainsman* to the Red River Cereal Co., Canada, through Associated Broadcasting Co. Ltd., Toronto, which has exclusive rights to the series in that territory. McIntosh has appointed Cecil Downs as Chicago district manager in the Merchandise Mart.

HOLLYWOOD will continue as the production center of Atlas Radio Corp. and 28 transcribed shows are on the current releasing schedule, Herbert R. Ebenstein, president of the firm, stated upon his arrival in Hollywood on Jan. 15 from New York. He is in Hollywood to confer with Ray Coffin, West Coast general manager of the firm's distributing unit, and to assist him in establishing sales offices in Seattle, San Francisco, Denver and Salt Lake City. The firm sells its transcribed shows to stations only. Distribution is being handled from four division points, New York, Chicago, Dallas and Hollywood. Each center is establishing sales offices in its territory. In charge of the four divisions are Harold Hopper, Dan Blank, Claude Ezell and Ray Coffin, respectively.

ALL-CANADA RADIO Facilities, Calgary, Alberta, has taken from David S. Ballou Radio Productions, Hollywood, 39 quarter-hour episodes of *Thrills Behind the News Reels*, for use in Canada. Firm has also acquired from Paramount Radio Productions, Hollywood, 52 quarter-hour episodes of *The Chosen Three*, a children's aviation adventure serial, and *Lucky Breaks*, a 5-minute disc series.

Recording Licenses

THE Music Publishers Protective Association will not at this time ask stations making off-the-air recordings to report on records to be used solely for file or checking purposes, but the MPPA will ask them to take out licenses if they wish to make off-the-air recordings for broadcasting use. Harry Fox, general manager of MPPA, is sending a letter to all stations informing them of the circumstances under which they should apply for licenses and the method of obtaining them. A few weeks ago Mr. Fox wrote stations warning them that failure to report such recordings was violation of copyright law.

HERE'S THE CLOVER OF THE BLUEGRASS!

When it comes to Kentucky and southern Indiana, you'll find most of the "clover" right in our own WAVE listening area. This area contains nearly *twice* as many income-tax payers as the remaining 93 counties in Kentucky—67% more wired homes—58% more passenger cars! . . . We know how to gather this clover—and how to deliver it in nice fat bundles at *low* cost. . . Shall we deliver some to you?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K.C.

Studio Notes

NORMAN SPENCER, Hollywood producer, won ownership rights to his radio program, *Can You Write A Song?*, formerly broadcast over KFWB, that city, when attorneys for Fred W. Klein and Donald Burns, who had brought a Los Angeles Superior Court action claiming a half interest in the copyright and program, consented to a dismissal of the suit Jan. 21.

CBS *American School of the Air* has announced two new courses, *Human Relations Forum*, which started Jan. 31, and *International Music Programs*, starting Feb. 10. Both are heard during the regular school time, 2:30-3 p. m. The first is a round-table discussion among high school students, directed by Dr. Alice Kelleher of the Progressive Education Assn., and the second is a series of shortwave broadcasts originating in schoolrooms all over Europe.

WHK-WCLE, Cleveland, gave eight broadcasts during the week of Jan. 16 when the Road Builders Convention met in that city. Extensive use was made of the United Broadcasting Co. auto trailer studio and when city delegates bid for future conventions the program was carried on Mutual.

WBAP, Fort Worth, has started a Saturday morning series of high school and college programs with students acting as control operators and announcers as well as furnishing all program talent.

STARTING date of *Streets of New York* on WNYC, New York, has been postponed to allow for the assemblage of special sound effect equipment and recordings. Program was scheduled to start Jan. 21, but it was found that specially built devices will be required to reproduce the sounds of "L" trains, subways, docks, zoos, riveting.

NBC, in cooperation with the American Assn. for the Advancement of Science, on Jan. 19 started a series of weekly programs, *Science on the March*. Broadcasts will be heard from Washington on the Blue network. Dr. Forest Ray Moulton, physicist, who is permanent secretary of the association, will head the first four discussions.

KLZ, Denver, recently broadcast from a booth above the release chutes as bucking broncbos were sent into the arena of the Denver Western Stock Show.

WKBN, Youngstown, O., has started a series of school broadcasts featuring students of the 25 county schools in its primary area. The schools are equipped with receiving sets and WKBN says that 11,000 pupils listen to the Friday series.

DIVISION of University Extension, Boston, announces a series of eight lectures on radio under the instruction of John E. Reilly, program director and chief announcer of WMEX, that city. The course is designed to furnish background and perspective for those interested in radio as a career. State certificates will be awarded by the Department of Education to those students who fullfill the course requirements.

COLUMBIA Workshop on Jan. 22 broadcast the first of three plays by outstanding members of the radio script and continuity writing class of the division of general education, New York University. The class is conducted by Max Wylie, CBS director of continuity. The other two are to be broadcast Feb. 5. Authors of the winning plays will be awarded scholarships permitting them to continue their radio writing studies for another year.

WHN, New York, on Jan. 30 started a new series of dramatic plays, to be heard Sunday afternoons. The first play, *Busy Line 4142*, has its entire action take place in a telephone booth. The story develops from the two-way conversation which the audience hears.

CHALKING up 13 years of continuous broadcasting, KJBS, San Francisco, marked the occasion with a two-day celebration last month. The station was licensed to go on the air in January, 1925, as KFUQ. These letters were soon changed to KJBS. Ralph R. Brunton, general manager of the station, the operators of which now also own KQW, San Jose, was interviewed before the mike by Bob Hall, radio editor of the *San Francisco Call-Bulletin*. The station started an all-night policy, staying on the air continuously throughout the night with music.

AFTER carrying several sustaining broadcasts of fights during Denver's annual Elks' Boxing Tournament, KLZ was rewarded with a contract to air semi-final and final matches under sponsorship of the K & B Packing & Provision Company. The fight broadcasts were sold by Max Goldberg, head of an advertising agency, who also handles the blow-by-blow accounts for KLZ.

FIRE which demolished the Victory Studios, Palms, Cal., motion picture plant, forced KFWB, Hollywood, off the air for 75 minutes on Jan. 16. Because of danger when high tension wires fell to the ground during the fire, power in the vicinity was turned off at 6 p.m., silencing the KFWB transmitter which is in the Baldwin Hills section and feeds off the lines in that district.

WNAC, Boston, and the Yankee Network broadcast direct from Chicago Jan. 25 when the National Grocery Industries Convention was held in that city. Harry Woodward, food commentator on Yankee, interviewed prominent trade leaders.

WBAL, Baltimore, has started a trading post as a part of its daily morning variety program which features music and market reports. Jerry Lee Pecht is announcer for the show.

WHEN an oil well recently "came in" near the business district of Kilgore, Tex., it caught fire and KFRO, Longview, was on the air from the scene within 20 minutes. Later KOCA, Kilgore, installed a remote line near the well and fed descriptions of the devastating blaze to KGKB, Tyler, and KFRO.

SO POPULAR has the *Jewel Cowboys* series become on WREC, Memphis, that CBS has scheduled it as a half-hour Saturday morning sustainer. On WREC for the last two years, the variety program of cowboy songs and antics continues to be sponsored by Swift & Co. on a twice weekly schedule.

SPECIAL EDITION of the *Duluth* (Minn.) *Herald* Jan. 6 publicized the opening of the WEBC Bldg., new home of WEBC.

A SCROLL has been presented to WIP, Philadelphia, by the Pennsylvania Arts & Sciences Society for services in fostering arts and sciences in Pennsylvania. The scroll is parchment, illuminated with inlaid gold, and valued at $300.

KGO, San Francisco, recently sent its man-on-the-street to interview steel workers 21 stories above the city. Aired on behalf of the coming Exposition, the broadcast was designed to publicize local construction in preparation for the Fair.

MORE THAN 50 Maryland small town papers are cooperating with WBAL, Baltimore, in presenting a twice-weekly feature, *Home Town Editor*. Problems of the communities are editorialized and local news is read. Series is under the direction of Edward Codel, publicity director of WBAL.

WTMV, E. St. Louis, Ill., on Jan. 15 enlarged its studios and offices by taking two more mezzanine rooms in Hotel Broadview.

WJSV, Washington, is completely remodeling its studios and offices in the Earle Bldg. New control rooms for two studios and new furnishings for the reception room and speaker's room are being installed.

FEDERAL Land Bank of Louisville sponsored a program on WCKY, Cincinnati, to summon stockholders to meetings. Myron G. Grigg, vice-president and treasurer of the bank, reviewed progress of farm loan associations.

WOV, New York, now has over 1,800 pupils in its radio classes, *English for Beginners*, designed to prepare alien groups for American citizenship. The program is broadcast six days a week. Pupils, of whom about 80% are women, submit their work and other correspondence to the station weekly. Mail runs to about 1,000 letters a day, much of it inquiries about language and government.

CITY CLUB of New York has started its sixth annual course on public speaking and radio address technique. Course, to run for 12 weeks, is under the direction of Baxter Pickering, of Cheltenham Adv. Inc., New York, who conducts *Citizen's Forum* Tuesday evenings on WNEW.

The MILWAUKEE JOURNAL STATION WTMJ

'TWUZ MADE FROM MY WHEAT, B'GOSH!

Red River Valley wheat, noted for its high gluten content, commands premium prices. This alone would be news in a less fertile section. Yet in the rich Fargo area, wheat and all other grains account for only 30% of the farm income [1936]. The other 70% comes from widely varied crops!

And listen: Us hayseeds are just as diverse in our spending as we are in our farming! That's why this section looks so rosy to WDAY's varied advertisers... Shall we send you a picture?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Colgate Chicago Show

COLGATE - PALMOLIVE - PEET Co., Jersey City, started its first radio advertising of Colgate tooth powder on Jan. 17 with *Stepmother*, a quarter-hour five-weekly serial over CBS from Chicago. Stars of the new show are Francis X. Bushman and Sunda Love. The new show is the second network show to be launched by Benton & Bowles-Chicago, recently organized Chicago agency. The other is *How to Win Friends and Influence People*, broadcast every Tuesday on NBC-Red for Colgate. Stuart Sherman, head of Benton & Bowles-Chicago, was formerly vice-president of Pepsodent Co.

The MONEY MARKET

Within the coverage of WAIR, there are thousands of steady wage earners. You may tap this ready-to-buy money market through the sales power of

National Representative
Bryant, Griffith & Brunson

WAIR

Winston-Salem, North Carolina

HOST *to the* WORLD

WASHINGTON'S MODERN HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

Single Rooms from $4
Double Rooms from $6
All with bath, of course

THE MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, *Manager*

WHEELING MEETS THE PUBLIC

And Its Own Employes as Well in Program That Promotes Good Feeling, Not Steel

By GEORGE W. SMITH
Managing Director WWVA, Wheeling

ORDINARILY there are more inspiring subjects than steel to set the ambitious radio program creator's brain in a whirl. At first glance the glamor of the show business seems far removed from the roaring blast furnace of the steel mill.

The Wheeling Steel Corporation, operator of mills, factories and mines, presented Nov. 8, 1936, to the listeners of WWVA the first hearing of *It's Wheeling Steel*. Its debut was heralded by the call of the mill whistle, an actual recording of a whistle which summons Wheeling Steel men to work. Each Sunday afternoon for 65 weeks this same whistle has called to their radios the large Wheeling Steel Corp. family and their friends to listen to talented members of that family broadcast.

It was the very idea of a steel family broadcast that stole the show for steel. Wheeling Steelmakers on work days, Wheeling Steel radio stars on Sundays, and paid for both! The idea clicked from the start—clicked with a volume that commanded a hearing on the Mutual Broadcasting System. Free of big names and fancy frills, free of the grand and spectacular, *It's Wheeling Steel* broadcasts have set a pace in radio showmanship which has upset accepted theory. They have commanded favorable recognition in the columns of several important national publications, some of which are far removed from the trade field.

Family Is Key

This steel's stealing of the show has been intelligently accomplished by a happy application of the "family "broadcast" idea, principally through the expression of music. There are the Steelmakers, an orchestra recruited and developed especially for the feature; the Millmen, a quartet selected from employes' ranks; talented choruses, choirs and musical units, the personnel of which is made up in its entirety from the large Wheeling Steel Corp. family.

Each Sunday's broadcast has its employe headliner. Then there is the "Old Timer," with his weekly lesson on the language of steel, interesting, instructive, simply but perfectly presented—and brief. This show of steel originates from WWVA, Wheeling, W. Va.

But the practical steel man and the practical broadcaster is well within his rights should he interrupt with "Is it successful?"—and here is the answer: *It's Wheeling Steel* made its bow on WWVA, then WPAY, Portsmouth, Ohio, was added and recently WLW, Cincinnati; WOR, Newark, and WGN, Chicago, were added to meet the radio demands of the country-wide Wheeling Steel Corp. family and their friends.

STEEL'S SHOW — On WWVA, Wheeling, W. Va., which takes its talent for *It's Wheeling Steel* from mill workers. Here's Ed Costello practicing at lunch time for his appearance on the big show.

WEBC

Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR

●

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Van Cronkhite Alumni Organize Three Firms

THREE separate firms have been formed by former members of the old Van Cronkhite Associates Inc., Chicago firm, which recently went out of business. Transair Inc. has been incorporated at 105 W. Adams St., Chicago, with Wm. F. Arnold, president, Ray Launder, vice-president, and John Taylor Booz, secretary. It will specialize in news and transcribed shows. First show sold is to Hickock Oil Co. which will sponsor *Black Flame of the Amazon*, quarter-hour discs on the Michigan Network, plus WSPD, Toledo; WGAR, Cleveland; WKBN, Youngstown; WHBC, Canton, and possibly some other stations starting Feb. 14. Show was cut by Aerograms Inc., Hollywood.

Harry Martin, formerly vice-president of Van Cronkhite Associates, has opened his own news-feature firm at 360 N. Michigan Ave., called Harry Martin Enterprises. Mr. Martin says that he plans to syndicate sports and other features in addition to a news series. Stuart Haydon, an ex-Van Cronkhite man, has started Associated Radio Productions at 540 N. Michigan Ave., Chicago. Haydon plans to service advertising agencies, advertisers and broadcasters with programs and merchandising plans written and produced by outstanding authors and program directors. Firm at present is building several "custom built" shows to fit specific products.

John Van Cronkhite, head of the firm that bore his name, is now with Internationnal News Service, in New York. M. H. Peterson is now on the Mutual sales staff in Chicago.

Drive Under Way to Stop Butchering of Yiddish By Radio Dialecticians

A WIDESPREAD but subtly guarded campaign which has the cooperation of leading Jewish comedians, organizations and publications, has been initiated to eliminate the "butchering" of Yiddish on radio programs. The movement, said to have originated in New York and Chicago, and now being taken up in Hollywood and San Francisco, is not aimed to eliminate the Jewish dialect from radio entertainment, it was said, but is pointed rather toward its elevation and refinement in a measure which will make Yiddish wholly intelligible while yet retaining its comedy values.

Critics contend that the flagrant misuse of Yiddish on radio programs holds the Jewish people up to undesirable ridicule, misrepresenting their intelligence and intellectual attainments generally, thus creating a false impression of racial barriers. It is pointed out that in old vaudeville days, the use of Yiddish on the stage caused little harm to Jewry generally.

But the continuance of such routine on radio programs constitutes a current problem which can only be controlled by the cooperation of Jewish leaders in the industry. They are being called upon to lend their aid by encouraging the coherent types of routine which are calculated to amuse without holding the race up to ridicule.

Fair Studios Delayed

MEMBERS of the California Exposition Commission are at odds over the proposed erection of a $400,000 auditorium and radio building at the Golden Gate International Exposition, to be held on Treasure Island in San Francisco Bay in 1939. The question of whether funds from the $5,000,000 state appropriation for the fair can be used to erect and equip the radio building was raised when the commission met and appropriated $2,690,000 for other exposition purposes. The right of the Commission to erect and operate the radio station was challenged by Edward Vandeleur of the State Commission and secretary of the California State Federation of Labor. Commissioner Samuel J. Hume raised the question of who is to control the broadcasts. As a result this proposed appropriation was held up for legal opinion.

Children to Vote

MORE than 10,000 school children will be asked to grade radio programs in a survey of the juvenile broadcast field being conducted cooperatively by WMCA, New York, and the Child Guidance Clinic of the Heckscher Foundation and other educational institutions. Questionnaire to be distributed to the children is now being prepared by a special staff at WMCA, under the direction of Jacob S. List, Heckscher psychologist who is in charge of the study. Concurrently another questionnaire will be sent to educators and pastors throughout the country to discover what kind of programs they think should be broadcast for children. Later these opinions will be compared with those of the youngsters themselves in an attempt to set up definite standards for children's shows.

Broadcast Stations Assist Lost Plane

Pilot Guided to Safe Landing As Listeners Phone Data

THREE NEW YORK stations were instrumental in locating a lost airliner Jan. 24, and helping it to establish communication with Newark airport. The Eastern Airlines transport plane, which left Newark at 8:32 p. m. for Philadelphia, Baltimore and Washington, carried a crew of three and two passengers. After bucking a 100-mile gale for awhile, Capt. Fred A. Jones radioed Newark that he was turning back. He was unable to locate the Newark - Philadelphia beam, however, and was lost until 3:04 a. m., when the plane landed safely in East Hartford, Conn.

Capt. Eddie Rickenbacker, general manager of the airline, shortly after midnight notified WOR, Newark, and WMCA and WNEW, New York, which broadcast appeals for information. In three hours WOR received 227 phone calls from five states, charting the course of the plane over Philadelphia, Northern Delaware, across New Jersey, north along the Hudson, back to Jersey and finally over Connecticut. A WNEW listener reported seeing the plane over Bridgeport at 2:53 a. m. That station reports that the plane had fuel left for only two minutes of flying time when it landed. WMCA, which normally goes off the air at 1:15 a. m., continued operation in the emergency until 3:34 a. m., after broadcasting the names of those on board the plane and the details of its safe landing.

At WOR a similar incident in January, 1924, was recalled, when the dirigible *Shenandoah* was torn loose from its moorings at Lakehurst, N. J., in a torrential rainstorm. Drifting over Westfield, the ship was able to pick up WOR's signals and find its way back to port.

ULTRA — W2XJI, new shortwave transmitter of WOR, New York, has begun operations from the 44th floor of 1450 Broadway. Transmitting on the 31.6, 35.6, 38.6 and 41 megacycle channels, the station operates eight hours daily, sending out the programs of WOR on its ultra-high frequency signal, which has an effective range of about 40 miles. WOR engineers will gather data on ground propagation, frequency characteristics, noise level in various parts of the city and field intensity measurements in their program of research into the field of these ultra high frequencies with which broadcasting engineers are still far from familiar. Here is the 45-foot antenna poised on the 19th floor parapet on its way to the top of the skyscraper. By the banner stands Jack Poppele, WOR chief engineer.

CBS Advisory Council Suggests Plans For Adult Education Broadcast Series

THREE specific recommendations for experimental programs in the field of adult education were made by the recently appointed CBS Adult Educational Board [BROADCASTING] at its first meeting Jan. 17. The programs to be tested include a series devoted to dramatizing the processes of learning; an *America at Work* series, depicting the whys and wherefors of typical jobs of typical people; and a third series to be held open for testing a wide variety of suggested educational programs. Columbia has set aside three weekly evening periods, quarter-hour spots located between 7 and 8 p. m. on Monday and Friday and the 10:30-to-11 p. m. period on Monday, for the exclusive use of the board, withdrawing these periods from sale.

The meeting of the 13 educators and publicists comprising the board with CBS officials opened with a discussion of the history of educational broadcasting, following which Sterling Fisher, CBS educational director, outlined some 50 suggestions for adult education programs that he had under consideration.

Weekly Test Period

The board decided that one weekly period should be devoted to testing these various ideas, putting each on the air for sufficient time to check audience reaction and determine its value. Another period was set aside for the *America at Work* series, which will aim at giving the bank clerk, the bus driver, the brick layer and all the rest of us an appreciation of each other's place in our American civilization. This program is now being prepared at CBS and should go on the air within the month.

In the third series, which will attempt to give the audience the interplay of various temperaments and points of view on different topics, the aim is to show the process rather than the product of thought. In most educational programs, it was pointed out, the speaker gives a carefully prepared paper, but does not show how he arrived at his conclusions. The popularity of such programs as the *University Round Table* and the *Town Meeting of the Air*, which allow their speakers to discuss things in a give-and-take manner, is evidence of the value of such a program, the board believes. The plan is to depict a permanent discussion group, composed of a leader or teacher and other individuals characterizing the argumentative, opinionated, timid, radical, conservative and other familiar types. As this group meets for its weekly discussions on the air the listener will be shown the reaction of each to any given problem and, it is hoped, will learn how to develop his own reactions from emotional into logical ones. Difficulty of finding a leader, who could combine the learning of Aristotle, the logical presentation of Socrates and the homely persuasiveness of Will Rogers, or a writer able to produce suitable scripts for this series may delay its immediate presentation.

Chief aim of the board, he explained to BROADCASTING by its head, Dr. Lyman Bryson of the Teachers' College of Columbia University, is to combine the skill of the broadcaster in presenting enjoyable programs with that of the educator in knowing the effect certain things will have on the thought and habits of his audience. By applying these quite different techniques to a single program, he said, the result should be a program that will have real educational value and that will also be able to compete with the purely entertaining broadcasts available to listeners at the same time. To guide the board in its work committees of students, educators, workers in various trades and other groups will be asked to listen to and criticize the broadcasts.

Harp Concerto for Radio

TO COMPOSE the first harp concerto for radio, Carlos Chavez, the Mexican composer, has been commissioned by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. The work will be especially written for microphone pickup and scored for a small orchestra within the means of the average radio station, it was stated. It will be completed during 1938 and its premiere is expected to take place next season on a network.

HOOKUP of Georgia stations WATL, Atlanta; WRBL, Columbus, and WGPC, Albany, which was formerly called the Georgia Network, is now titled Georgia Broadcasting System, according to announcement of James W. Woodruff Jr., network manager.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.

"Out of Friction Comes Progress"
With sincere appreciation of N.A.B.'s efforts in the past and with an expectation of greater cooperative solidarity in the future.
WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
UNITED PRESS NEWS
Represented Nationally By
Paul H. Raymer Company

CBS KIRO CBS
SEATTLE
Announces The Appointment
of
E. KATZ
SPECIAL ADVERTISING AGENCY
of
NEW YORK — PHILADELPHIA
CHICAGO — KANSAS CITY
DETROIT — SAN FRANCISCO
ATLANTA — DALLAS
As Its
NATIONAL REPRESENTATIVES
710 Kc.

Open Letter Refuting Crowell Attack on Radio Draws Comment . . .

Out of the dozens of letters of commendation spontaneously sent to BROADCASTING *for its "Open Reply to the Crowell Publishing Co.", carried as an advertisement in the January 15 editions of* BROADCASTING *and Tide, the editors have selected the following as typical of the reaction among the various strata in the radio advertising industry. Space considerations render it impossible to publish all of the letters, but* BROADCASTING *expresses its thanks for this outpouring of "fan mail".*

Pungent Copy

EDITOR, BROADCASTING:

My very hearty and sincere congratulations on as pungent a bit of copy as I've had the fun of reading in a long time. I suspect that Leo McGivena is judging all radio by his one brief contact with it while with Lennen & Mitchell. I'm really glad, however, that the Crowell Company copy appeared so that it gave you fellows the opportunity to say what you did.

DONALD S. SHAW,
Assistant to President
McCann-Erickson Inc.
New York City.

"On Time With The News . . .
WDRC Presents The Latest NEWS Bulletins direct from the United Press . . ."

Four times daily, these familiar words are heard by more than a million people. It's the preferred NEWS over Connecticut's Pioneer Broadcaster . . .

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

The only COLUMBIA Network Station in Connecticut

A Case of Jitters

EDITOR, BROADCASTING:

I have read with a great deal of interest your advertisement entitled "An Open Letter to the Crowell Publishing Company." I think you have done a magnificient job of answering in behalf of radio the Crowell challenge.

If the Crowell advertisement in question had appeared in the middle of July, I would have attributed it to a combination of heat and humidity. However, coming in the middle of the winter, the only answer I can think of is that some one got a bad case of the jitters.

99% of the time the Crowell bunch are pretty sound and sensible. Also they are a lot of good fellows, and most of them are my friends. Therefore, I am going to be charitable and assume that it is "just one of those things", and that having had the error of their ways pointed out to them they will cease and desist. However, it cannot be gainsaid that this is one time when in opening their mouth they put their foot in it—and I am going to tell them so, as well as you.

LEONARD T. BUSH,
Vice-President
Compton Advertising, Inc.
New York City.

* * *

Temperate and Clear

EDITOR, BROADCASTING:

I write to compliment you on your splendid advertisement . . . and not because we are partisans for radio as against magazines. We place a substantial share of our clients' expenditures in *each* of those mediums. The advertisement is impressive because its tone is so temperate, its style so clear and the thoughts which it expresses so well organized. . . .

S. H. GIELLERUP
Vice-President
Marschalk & Pratt, Inc.
New York City.

Good Talking To

EDITOR, BROADCASTING:

My compliments to you on your "open letter" ad. I had a feeling when I read the Crowell piece that they needed a good talking to. You've done the talking and done it well.

HERSCHELL DEUTSCH
Radio Director
Lawrence C. Gumbinner Adv. Agency
New York City.

* * *

'Grand Job'

EDITOR, BROADCASTING:

Congrats are in order for whoever spoke for the industry in answering the "angel" copy of Crowell Publishing Co. I think he did a grand job and agree with you that the type of copy that made up the Crowell page is very harmful to the entire advertising industry.

O. B. BOND,
Director of Media,
The Joseph Katz Co.
Baltimore, Md.

* * *

Courage and Force

EDITOR, BROADCASTING:

I have just finished reading "An Open Letter to the Crowell Publishing Co." The radio industry generally should appreciate the courage and forcefulness of this letter. . . .

WALTER J. NEFF
Neff-Rogow Inc.
Radio Advertising
New York City

* * *

Orchids From Shepard

EDITOR, BROADCASTING:

Orchids on your swell answer to the stupid ad of the Crowell Publishing Co.

JOHN SHEPARD 3d
The Yankee Network
Boston, Mass.

On a High Plane

EDITOR, BROADCASTING:

Your answer to the Crowell Publishing Co. blast against radio is splendid. I congratulate you on the high plane on which you presented radio's side of the case. I am sure—in fact, I almost know—that your answer has had a most salutary effect, and I think Crowell, or any other publishing house which might be considering a similar attack on radio, will hestate before beginning any such enterprise in the future. . . . I am sure that the Crowell blast will do more damage to them than to radio.

ALFRED J. MCCOSKER
Chairman, Mutual Broadcasting System
President, WOR, Newark.

* * *

Properly Spanked

EDITOR, BROADCASTING:

That rebuttal ad is sure a honey! My compliments to BROADCASTING for having struck back! I know a lot of "advertising experts" believe that competitive attacks should never be answered publicly, but I have never shared this opinion. . . . You have properly spanked this Crowell outfit and, incidentally, have raised BROADCASTING quite a few notches. . . .

AL ROSE
Sales Promotion Manager
WMCA, New York City.

* * *

Splendid Contribution

EDITOR, BROADCASTING:

I think BROADCASTING should be complimented and commended for your splendid contribution to the radio industry as evidenced by your "open letter" ad in BROADCASTING and *Tide*. It isn't very often that a trade paper comes to the defense of the industry it represents in the way you did.

WALTER J. DAMM
Managing Director
WTMJ, Milwaukee

* * *

Constructive Step

EDITOR, BROADCASTING:

I have just read your advertisement "An Open Letter to the Crowell Publishing Company" and want to congratulate you on the constructive step you took in speaking for the entire radio industry. Your points were so well taken that I am sure your advertisement will have important consequences on the entire subject of unwarranted attacks by one medium on another. Congratulations, again!

VICTOR M. RATNER
Sales Promotion Director,
CBS

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House
Overlooking Lafayette Park

WASHINGTON, D.C.

★KMPC

"The Station Of The Stars"

BEVERLY HILLS, CALIFORNIA

★

HOWARD H. WILSON CO.

Station Representative

75 E. Wacker Dr., Chicago
551 Fifth Ave., N. Y. C.
1002 Walnut St., Kansas City

★ "With 23 new, 4-star live talent programs added to its schedule in one month, KMPC continues to be the fastest growing independent Station in Southern California."

LEO TYSON,
Gen. Mgr.

1ST IN LOCAL ACCOUNTS IN CHICAGO

WGES

'Your Ad a Honey'

EDITOR, BROADCASTING:

Congratulations on your reply to the Crowell Publishing Co. advertisement. Your ad is a honey.

H. PRESTON PETERS
Free & Peters
New York City.

* * *

A Superb Job

EDITOR, BROADCASTING:

Boy, did you tell 'em! Congratulations on the "so what" copy. It really is a superb job and the whole industry is talking about it. It did worlds of good. . . .

E. M. KIRBY
Sales Promotion Manager
National Life & Accident Insurance Co., Nashville

* * *

Packed Hefty Punch

EDITOR, BROADCASTING:

Congratulations on the fine reply to the Crowell "angel" ad. Your ad is dignified and yet packed a hefty punch. . . .

S. A. CISLER
General Manager
KTHS, Hot Springs, Va.

* * *

A Suitable Champion

EDITOR, BROADCASTING:

Congratulations on your open letter to Crowell. I can imagine no more suitable champion of the broadcasting business than your magazine, unless it be the NAB itself . . . you do it with brilliance.

E. P. H. JAMES
Promotion Manager, NBC

* * *

Printed Voice

EDITOR, BROADCASTING:

I wish to congratulate you on your open letter to the Crowell Publishing Company as published in your Jan. 15 issue. While the broadcasting industry as a whole is rather wishy-washy and spineless, it is gratifying to know that the printed voice of the industry, BROADCASTING, is ready to defend it.

Your instant success from the start of your publication is due to your clear understanding of broadcasting.

J. A. MURPHY
Manager, KIT
Yakima, Wash.

* * *

Food for Thought

EDITOR, BROADCASTING:

Courage and forthright thinking mark your open letter to the Crowell Publishing Company, printed in the last issue of your magazine. You have certainly given the magazine industry something to think about.

WALLACE WERBLE,
Manager, Washington Bureau
Transradio Press Service

* * *

From the Amateurs

EDITOR, BROADCASTING:

Just to say that all of us here have read that open letter to Crowell in your Jan. 15 issue and as a result are unanimous in our opinion that you and your staff most certainly have what it takes when it comes to putting thoughts into words.

A. L. BUDLONG,
Acting Secretary
American Radio Relay League
W. Hartford, Conn.

Guestitorial

A Dirge or Two About Radio

By TED KRUGLAK
E. Katz Special Advertising Agency

WITH FCC regulations staring radiomen in their collective faces, listeners are beginning to catalog their pet grievances about radio—and with the day of reckoning approaching as inevitably as a station break, it's time to take stock of what the public wants.

Radio is interested primarily in self-regulation, and not leading crusades to solve the problems which might accompany the millenium. Chief among problems is the matter of advertising. It's easy enough to talk about objectionable advertising, but exactly where does good advertising end, and bad advertising begin? Does morals have anything to do with it? Is public policy to be considered? Are racial, religious, or other angles to be considered?

Interesting are the strides newspapers have made in controlling advertising.

Newspaper advertising policies, through change in habits and improvement in public appreciation, have knocked out a rough code of their own, which handles the advertising problem fairly adequately. Most newspapers, for example will differentiate between advertising and editorial features. When you see an ad for a patent medicine, you know that the publisher isn't giving a testimonial for this product, and that it's given space to stand or fall on its own merits.

Power of Spoken Words

Where does radio differ in this respect? The patent medicine ad, to press the point, is no more vicious than its brother in the newspaper column. But because of the inherent command a spoken advertisement displays, the listener, consciously or otherwise, attributes the ad to the radio station and whatever confidence the public has in the station is transferred to the product advertised. It would be ridiculous to impute to Roy Howard of Scripps-Howard that because the typographer who set up the patent medicine ad is the same man who sets up the editorial type, Scripps-Howard must bear the responsibility for the material. But when we deal with radio, we find that the man who delivers the patent medicine ad is the one who is identified with the radio station. In other words, in radio, there is no line of demarcation between editorial and advertising copy. When the announcer reads "we urge you to try this time-tested remedy," the listener, in many instances, assumes that the radio station is behind the ad.

This state of mind isn't helped any by the type of programs all too frequently encountered on smaller stations, and even on occasion, the networks — specifically, the programs which ask the listeners to support a product. If the listener isn't unduly gullible, his immediate response is "What kind of business is this, where the station doesn't care whether a program is good or not, but judges it on the amount of business it produces!" To the average listener, this is drawing the line of entertainment a little too fine.

How then, is radio to dispel the illusion that every statement is the profound judgment of the station and that it is really the advertiser who is to be held responsible for the program. Straws in the wind might indicate that the policy of advertisers in giving their own address instead of the station in mail-pulling stunts, might provide one solution. It's inconceivable that the most obtuse listener would connect an advertiser with a station's policy, if the communication would be direct. Of course, it would mean that the station loses a great deal in the way of control over mail, but there is the added factor of separation of editorial and advertisements.

On the surface, this would be a minor change, and have no effect on the station's policies, but it's an item to consider if a station is to take stock of itself, and realize that inevitably there must be some system of letting the listener know where the "ad" ends and the station's responsibilities begin.

In the last analysis, the situation is one of confidence on the part of the listener in the station and its products. Increasingly, radio operators are becoming aware of the necessity of self-imposed censorship, and standards for advertisers. Much in the same way as the newspapers have advanced in dealing with advertising ethics, radio must gather to itself a formula and judge its customers by it. The standards are becoming higher each year, as the stations assume a mature and permanent position in society. When radio has cleaned house thoroughly, and the indications are that it will in the near future, it can then look upon the world knowing that it has not sinned and can therefore begin to judge others.

BLOW-BY-BLOW description of the Max Schmeling-Ben Foord heavyweight fight from Hamburg, Germany, Sunday, Jan. 30, was heard exclusively on Mutual in this country.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Check!

✓ ONE MILLION PEOPLE

✓ ONE NETWORK STATION

✓ ONE GOOD BUY

WSPD

Toledo, Ohio

Basic NBC Network

Serving Toledo, Northwestern Ohio and Southern Michigan

Bentley Gets Damages

SPENCER BENTLEY, radio actor now on General Mills *Betty & Bob*, CBS, Chicago, on Jan. 18 won a verdict of $1,700 and costs in New York Supreme Court against James Dunn of Metropolitan Life Insurance Co., New York. The charge was that Mr. and Mrs. Dunn last February 3 assaulted Mr. and Mrs. Bentley. Mr. Bentley is alleged to have emerged from the melee with a fractured jaw, and as a result lost his job announcing Procter & Gamble's *Pepper Young's Family* in New York. George D. Carrington, New York lawyer, husband of Elaine Carrington, writer of the latter show, nandled Mr. Bentley's suit.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

Pepsodent on WHAM

PEPSODENT Co., Chicago (dentifrice), has started a Sunday afternoon half-hour *Man on the Street* series on WHAM, Rochester, N. Y. First broadcast of the new series, which was developed by William Fay, station manager, was from the ski jump on Jan. 30.

Two Get Power Boosts

A POWER increase to 1,000 watts day and night, was authorized by the FCC Jan. 19 for KXA, Seattle, which heretofore has operated with 250 watts night and 500 day. Station will continue on 760 kc., and was authorized to move transmitter and studios locally and change equipment. The same day the Commission authorized KPOF, Denver, to increase its power from 500 watts to 1,000 watts. The station is operated by Pillar of Fire, church organization, and shares time with KFKA, Greeley, Colo., using one-third time while the Greeley station uses two-thirds.

Piano Sales Still Up

THE oft-repeated charges that radio, making music "too easy," is cutting into piano sales were again refuted last month when L. P. Bull, president of the National Piano Mfgrs. Association, announced that 106,009 pianos were sold during 1937, an increase of 17.3% over 1936. Like radio set sales, piano sales declined during the last quarter due to business recession. "The piano business reflects the growing national interest in music," said Mr. Bull.

UNDEFEATED—In 1937 were the Los Angeles Bulldogs, professional footballers, and Jack Gross, manager of KEHE (center), presented two trophies. Coach Gus Henderson (left) is accepting the one for the "best linesman" Jerry Donnell and Al Nichelini is proudly displaying his trophy given as "best back."

Hot Springs Asks KTHS Rehearing

C. of C. Says Transfer Would Concentrate Licenses

A PETITION for rehearing in the case involving sale of KTHS, Hot Springs, by the Chamber of Commerce for $75,000 to Radio Enterprises Inc., headed by Col. Tom H. Barton, owner of KARK, Little Rock, and KELD, Eldorado, Ark., was filed in the Supreme Court of Arkansas late last month on behalf of the Chamber of Commerce. The court on Dec. 20 upheld the right of the Board of Directors of the Hot Springs Chamber to sign a contract for sale of the station, earmarked for removal to Little Rock.

Filed by former Judge C. T. Cotham, of Hot Springs, and Paul D. P. Spearman, Washington attorney and former FCC general counsel, the petition and brief for rehearing cited the FCC decision announced Jan. 14 in the case of the WSMB application for a second station in New Orleans as a precedent against the proposed KTHS action. The attorneys stated they had read in the issue of BROADCASTING dated Jan. 15 the article covering the decision handed down by the FCC declaring that "we understand that BROADCASTING is the official organ of all broadcasting stations and is a very reliable publication."

Monopoly Issue Raised

If KTHS should be removed to Little Rock, it was contended, it would mean that two of the stations in that city would have the same ownership and control and "this would bring about the very evil in Little Rock which this latest decision of the FCC holds against 'a concentration of licenses in the same hands'." It was added that if the decision of the Court is allowed to stand, the Chamber of Commerce will not be able to profit through the decision of the FCC.

Airline Uses Spots

UNITED AIRLINES, Chicago, in a brief West Coast campaign, used 100-word daytime announcements Monday through Saturday starting Jan. 24 on KHJ, Los Angeles, and KFRC, San Francisco. J. Walter Thompson Co., Chicago, is the agency.

OTHER FELLOWS' VIEWPOINT

Learned About Radio

EDITOR BROADCASTING:

When I first subscribed to BROADCASTING, I was writing an occasional script for KMOX, in St. Louis, and doing much miscellaneous research on style, technique, etc. Through the pages of your magazine, I learned how to make the contacts I desired, and one of these contacts lead directly into my present position. I am writing script for, and appearing in, the program, *Everyday Words*, a daily educational feature, broadcast from WGN, Chicago. I have dared to have expansive ideas for writing in radio, and now have the privilege of working in connection with the industry—being on the inside. Though it sounds very much like an obvious fan letter, this is a legitimate letter from a subscriber who owes some progress of definite character to your trade publication, and is willing to give credit where credit is due.

Most of us, as I see it from this brief acquaintance with radio, are too busy with our own particular jobs to see the business in much perspective, and we need the stimulus of a broader vision, such as BROADCASTING gives. This is all. Thanks for the lift.

HELEN HARDIN

Jan. 12, 1938, Chicago.

TIMELY ☆ UP-TO-THE-MINUTE

AUTHORITATIVE ☆ EXCITING ☆ SPARKLING

THE WORLD'S RICHEST MARKET LISTENS TO

WHN for NEWS

"THE EDITORIAL SLANT ON THE NEWS" by Ex-Congressman GEORGE H. COMBS, Jr. Mon. thru Fri.—7:30-7:45 P.M.

"HOLLYWOOD HIGHLIGHTS" by SAM TAYLOR Tues. and Thurs. 6:45-7 P.M.

Is your product news?—Wire today for information about these two popular programs

WHN ☆ DIAL 1010 ☆ 1540 Broadway, New York City

MONEY TO BURN!

● Radio listeners in the Twin Cities area have an annual per capita spendable income greater than the national average. But they don't burn it. They spend it wisely on products wisely advertised over

WTCN

NBC BLUE NETWORK STATION

Owned and Operated by MINNEAPOLIS TRIBUNE ST. PAUL DISPATCH-PIONEER PRESS

Free and Peters, Inc., National Representatives.

Season Variations Being Eradicated

Witmer Asserts People Listen More During Depressions

RADIO is pointing the way toward the eradication of seasonal fluctuations in advertising expenditures, according to Roy C. Witmer, NBC vice-president in charge of sales, New York, who was in Hollywood in mid-January to confer with Don E. Gilman, western division vice-president, and Sydney Dixon, regional sales manager, on network business.

He stated that the full-year radio commercial contract is pointing the way for the leveling of year-round advertising outlays in all media. Desirable network time, he pointed out, is at such a premium that advertisers are no longer permitted to take summer layoffs and hold their time.

Lean-Era Listening

"Advertisers," Mr. Witmer said, "are realizing more and more that times of light buying and periods of recession may be utilized advantageously for the building of goodwill, program following and a buying potential of increasing proportions which will work to their advantage in long-period computations. More people stay at home and listen to the radio during the lean periods. Good programs help to lift depressed spirits, and thereby make friends for the sponsor."

Radio sales have not been affected by the present busines recession, he stated, and pointed out that more than 10% of the advertising dollar is still being spent on that medium. Growth of radio expenditures, he predicted, will see the successful sponsoring of out-and-out educational programs in the near future. The sponsoring of symphonic programs is indicative of the trend, he said. He also pointed out that the prejudice against Saturday night by sponsors, avoided as Sunday once was, has been eliminated and is being sought by advertisers. There is also a tendency to build longer shows.

Mr. Witmer said the West Coast is now recognized as the third important center in national sales, and agency antipathy toward Hollywood as an originating point for network programs is rapidly disappearing.

Burns Loses Plea

EFFORTS of Bob Burns, NBC network comedian, to restrain Radio Transcription Co. of America Ltd., Hollywood, and C. C. Pyle, its president, from releasing a transcribed series in which he claims he is presented without permission, were overruled on Jan. 21 when a demurrer filed by the defendants was sustained in Los Angeles Superior Court. The court held that Radio Transcription Co. was within its rights in releasing the recordings in the absence of contract evidence to the contrary. Burns was given 10 days in which to file an amended complaint.

THE 21st annual convention of the American Association of Advertising Agencies will be held April 20-23 at The Greenbriar, White Sulphur Springs, W. Va. Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., New York agency, is chairman of the program committee.

OPTIMISTIC—Were NBC officials meeting recently in Hollywood. Sydney Dixon, NBC western division sales manager; Roy C. Witmer, vice-president in charge of sales, and Don E. Gilman, western division vice-president, found business on the up, jitters on the down.

KXOK Ruling Upheld

A MOTION for reconsideration of its recent decision in the *St. Louis Star-Times* case affirming the FCC action granting the newspaper a new station (KXOK) in that city on 1250 kc, with 1,000 watts, was denied to WIL, St. Louis, by the U. S. Court of Appeals for the District of Columbia last month. Whether WIL, a competitive applicant for the same facilities, will seek a Supreme Court review on a petition for a writ of certiorari has not been divulged. It has three months in which to note such an appeal.

Air Propaganda

PROPAGANDA cannot be eliminated from radio any more than it can be from the newspapers or from conversation, Sterling Fisher, educational director of CBS, told a forum of the Association of Social Studies Teachers in the City of New York on Jan. 15. Speaking on "Radio and Propaganda," Mr. Fisher said propaganda might be defined as "what other people say" and that it becomes dangerous only when it grows domineering and seeks to eliminate all other propaganda. Radio, he said, has kept propaganda in its proper place by keeping a balance between opposing points of view and presenting all sides of controversial topics without editorializing, and by educating the public in what dangerous propaganda is and how to combat it.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Interest in Facsimile

(*Continued from page 13*)

per hour or 18 minutes per sheet. It requires about 20 minutes per page with a margin top and bottom.

Engineers expect that facsimile transmission will afford good service in the usual good service area of the aural broadcast station. Fading has a tendency to diminish the intensity of the reproduction. Noise results in speckled dots on the reproduction while a steady heterodyne appears to make a series of lines on the sheet. If the interference is not steady, the sheet is blotchy.

In addition to the Finch and RCA systems, Fultograph Inc., associated with Transradio Press, also has a facsimile system along with Radio Pictures Inc., headed by John V. L. Hogan, prominent engineer. So far as known, however, there are no regular broadcast station installations on an operating basis for the latter two systems.

Scanner Equipment

In its data sheet, RCA explains that in general its carbon printer scanner equipment can be compared to the microphone and studio amplifiers employed in sound broadcasting for the purpose of converting the sound waves into electrical impulses, which are capable of modulating the broadcast transmitter. In facsimile, the photoelectric scanner equipment converts the details of the text or pictures being scanned, into electrical impulses which are capable of modulating the same type of broadcast transmitter.

"Carrying this analogy over into the facsimile receiver-recorder", says RCA, "the facsimile carbon printer machine mechanism might be compared to the loud-speaker in an ordinary sound radio receiver. The facsimile printer converts the electrical impulses picked up by the radio receiving set back into tiny elements of black and white, which when added together reproduces a facsimile or replica of the original text of the picture."

The RCA system uses "inexpensive white newsprint paper," says the data sheet. Two designs of carbon recorders have been made by RCA. One is quite elaborate and automatically cuts the paper into pages 12 inches long and deposits the papers in a tray; the other, of more simple design, does not cut the strip of paper into pages, and it is the one being placed on the market at this time.

FIRST governor of South Carolina to address the state legislature before a microphone feeding a network, Goy. Olin D. Johnston was heard Jan. 12 over a hookup keyed from WIS, Columbia, to WCSC, Charleston; WFBC, Greenville; WSPA, Spartanburg; WAIM, Anderson.

LIVE TODAY
IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

BIRMINGHAM
ALABAMA

Now One of the Best Sales Spots in U. S.

IS

DOMINATED

BY

WBRC

WITH

NBC

RED NETWORK

5000

WATTS DAY

1000

WATTS NIGHT

FULL TIME

WBRC dominates Birmingham, is Birmingham's oldest and favorite station. Controls more local broadcasts and carries more network features than any Alabama station. First in sports! First in politics! First in local prestige! First in advertising results! Write for Bulletins N-1 and N-2.

BIRMINGHAM BROADCASTING COMPANY Inc.

Bankhead Hotel
Birmingham, Alabama

Gillin Wins Honor

THE gold key emblematic of the distinguished service award of the Junior Chamber of Commerce of the United States was presented Jan. 22 to John J. Gillin, Jr., 32-year-old manager of WOW, Omaha, while members of his staff noted the new honor bestowed upon their chief by sending him a huge bouquet and arranging to have the ceremony broadcast over a group of Nebraska stations. The award goes annually to the man under 36 whose civic activities rate highest. Gillin is a past president of the Junior Chamber, vice-president of the NAB and member of many Omaha civic and fraternal organizations.

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Repts:
E. KATZ SPECIAL ADVERTISING AGENCY

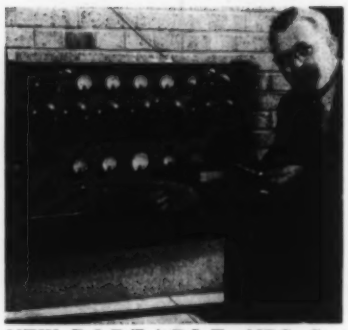
WIND Names Carey

JOHN T. CAREY, on the sales staff of WIND, Gary, for the last three years, has been appointed sales manager, succeeding H. L. (Hal) Makelim, according to an announcement made Jan. 19 by Ralph L. Atlass, president of the station. Before joining WIND, Mr. Carey was with the Dade B. Epstein Adv. Agency, Chicago, as account executive for eight years. Among the first accounts signed by the new sales manager is the sponsorship of winter grid exhibition games between the Chicago Bears and Washington Redskins played in the South, by Oldsmobile dealers of Chicago, through D. P. Brothers & Co., Detroit.

Mr. Carey

A Boy Thrilled

WHEN he heard that a little boy in Niantic, Conn., who has been ill for three years had chosen him as his radio favorite, Tex Fletcher, the *Lonely Cowboy* of WOR, Newark, arranged to visit the boy. Paul R. Swimelar, program director of WNLC, New London, Conn., got in touch with Tex and on Jan. 23 a quarter-hour program was broadcast from the sick room of Elliott Saunders.



NEW PORTABLE—NBC, San Francisco, has acquired this 100-watt transmitter specially designed for use in planes. A. H. Saxton, western division engineer, is inspecting the transmitter, which weighs only 100 pounds.

SYNTHETIC VOICE
British Inventor Produces Words by Machine

AN ARTIFICIAL voice was broadcast recently from London and heard in America on WJZ, New York. Sir Richard Paget, inventor of the mechanical apparatus which produces words and simple sentences, demonstrated the voice which stated clearly two short sentences and several words. "Hello, London, are you there?" and "Oh, Lila, I love you" were distinctly heard. Such words as "Minnie", "upper," "rather," "father," and "ta-ta" also were pronounced.

The machine uses various mouthpieces, corresponding to the larynx, tongue and palate. Air is fed from a tube leading from a foot-bellows to the mouthpiece. By pressing the bellows with his foot and placing his thumb before the mouthpieces, Sir Richard produced dental consonants, forming words. In demonstrating the machine he said, "Speech is only the natural result of the gestures of our mouths and the motions of our jaws." He believes that gestures can be made 20,000 times more effective than speech.

He stated that "all spoken languages are absurdly primitive and unsympathetic. Culturally human speech is now at about the same level that agriculture and horticulture were 12 or 15 thousand years ago." Sir Richard contends that by posture, movements of the upper arm and forearm, rotation and bendings of the wrist and crooking and twisting of the fingers it is possible to produce more than 700,000 distinct elementary signs. The maximum number of mouth gestures is said to be 144.

Dr. Damrosch Honored

DR. WALTER DAMROSCH, music counsellor of NBC and director of the network's *Music Appreciation Hour*, on Jan. 19 was given the gold medal for music of the National Institute of Arts and Letters. The institute awards a gold medal annually, but gives one for music only every tenth year.

HEARN'S Department Store, New York, to develop talent for its *Children's Radio Revue*, broadcast weekly on WHN, New York, has started its own school in the store to given talented children instruction in singing, dramatic art and dancing.

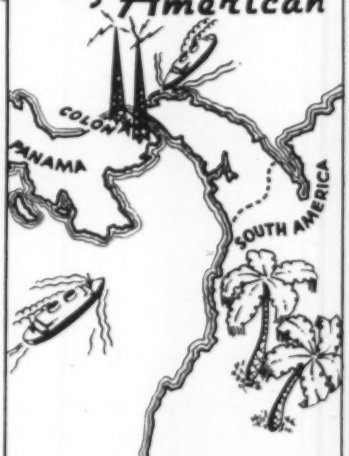
Colleges in California Start Educational Series

A SERIES of educational broadcasts, sponsored and planned by presidents of leading Southern California universities, will shortly be launched over KFI-KECA, Los Angeles, following a recent meeting in that city, attended by leading educators. A comprehensive program, calculated to result in a powerful stimulus to education through radio, was outlined, and Harrison Holliway, general manager of KFI-KECA, and Jose Rodriguez, educational director of the stations, pointed out that this is the first time the universities and the Los Angeles board of education have met in a body with broadcasters to bring order to the present chaos of educational programming.

The plan advanced in outline consists of pooling the teaching resources of the universities and the technical facilities of KFI-KECA. Educators are to determine the scope and character of the curriculum, while the stations will supply all production necessities. Under discussion since last November, the plan would create an advisory council from representatives of the universities, which will in turn be responsible for the material used.

AS A PUBLIC service and special promotion, the press relations department of WBAP, Fort Worth, is supplying *Texas Prison Echo*, prison newspaper, with regular art and press releases each month. Already pictures of WBAP's announcers have appeared in the monthly, distributed to more than 5,000 inmates.

KFH
WICHITA, KANSAS
Basic Supplementary, CBS
☆
National Representative, EDWARD PETRY & CO. INC.

RICH PANAMA
and the
CANAL ZONE
buy American


and they buy goods and services advertised over Central America's newest and most modernly equipped station.
HP5K-HP5O
LA VOZ de la VICTOR
•COLON *Republic of* PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) NBC THESAURUS

Libel Conviction Causes FCC Denial Of Asheville Station; Other Rulings

DENIAL of the application of the *Asheville* (N. C.) *Daily News*, for a new local broadcast station on the ground that the applicant, Harold H. Thoms, owner of the newspaper, had made admissions which were "evidence of lack of that character and qualifications required of a licensee" in a libel action, was announced Jan. 26 by the FCC.

In a second case, that of the application of WBOW, Terre Haute, Ind., for a shift in frequency from 1310 kc., with 100 watts night and 250 watts local sunset, to 1290 kc., with 500 watts night and 1,000 watts local sunset, the Commission denied the application primarily on the ground that there was not sufficient need for the "additional broadcast service contemplated" but also injected another observation on public interest of importance. It said:

"Primarily this application was filed and prosecuted for a two-fold purpose: First, that the station's revenues might be enhanced through the expansion of its advertising programs; and second, that the station might be enabled to more effectively supply warnings of pending flood disasters to residents along the Wabash River. The applicant offered the testimony of its chief sales representative that all advertising accounts over WBOW could be sold with greater facility if increased power such as is sought in this application, were used by the station, independently of whether, by virtue of such power, a greater coverage would be enjoyed. The Commission cannot, under existing legislation, make such considerations the basis for favorable action upon any application for increased broadcast facilities. Such facilities are awarded when it appears that the public interest, as distinguished from that of a private nature, are served thereby."

Libel Conviction

In the Asheville case, the Commission said that Mr. Thoms had been convicted of violation of a North Carolina statute and sentenced due to circumstances involving publication of a story during a political campaign giving an account of a meeting with certain individuals in Asheville who discussed and laid plans for the forthcoming campaign and mentioned a "slush fund."

Mr. Thoms' editor, the Commission statement continued, wrote and published the article in good faith, believing that it was not libelous and giving the facts as reported to him. The editor was described as a capable newspaper man with years of newspaper experience.

It was added, however, that the North Carolina statute makes it unlawful for any person to publish in any newspaper, pamphlet or otherwise any charge derogatory to any candidate or calculated to affect the candidate's chances for office unless such publication be signed by the party giving publicity to and being held responsible for such charge. The article was unsigned. Mr. Thoms pleaded guilty to the violation of the statute and the court thereupon sentenced each of the defendants, Mr. Thoms and his editor, to two years in jail and fines of $700 each, the jail sentence being suspended.

In stating its grounds for its decision, the Commission said the power given it under the Communications Act extends to the granting of applications if public interest will be served and that the "personal and moral character of a licensee" is made a matter of public concern under the Act. It continued:

"We are of the opinion, and so find, that the admissions of this applicant are evidence of lack of that character and qualifications required of a licensee and, although the applicant is a citizen of the United States, and, therefore, legally qualified to be a licensee; is financially and technically qualified; the equipment he proposes to use is satisfactory, as is the site for the station; there is some need for an additional station in Asheville; and there is talent available for local broadcasting, nevertheless, we are of the opinion, and so find, that public interest, convenience and necessity will not be served by a grant of the application of Harold H. Thoms, doing business as *Asheville Daily News*, Asheville, N. C., for a construction permit."

Lack of Funds Cited

In deciding the application of Glenn E. Webster, radio engineer of Decatur, Ill., for a station there to operate on 1290 kc. with 250 watts daytime, the Commission held he was not financially qualified to construct and operate the proposed station and that there was not sufficient public need for the service contemplated.

In denying the application of WMBH, Joplin, Mo., for a change in frequency from 1420 kc., 100 watts night, 250 watts local sunset to 1380 kc., 500 watts unlimited time with a directional antenna, the Commission held that objectionable interference would result if the station were operated as proposed, that the service area of the station would not be substantially increased and that a public need does not exist for the broadcast service proposed.

In deciding the application of Hickory Broadcasting Co., for a new station at Hickory, N. C., to operate on 1370 kc. with 100 watts daytime, the Commission held that the evidence failed to establish that the partners in the company were financially qualified to construct and operate the station. The partners were A. Annas, K. C. Elliott, C. L. Green and C. D. Newton, all of Hickory. The aggregate estimated net worth of the four partners was approximately $27,000 and of this amount the Commission said only $784.20 was represented by cash on hand.

Portable Program

EMERSON DRUG Co., Baltimore, moved its NBC-Blue program for Bromo Seltzer from Hollywood to Broadway and back to Hollywood in three successive broadcasts last month. The Wednesday evening series of movie gossip featuring Sid Skolsky ended Jan. 5. On Jan. 12 the sponsor started *Manhattan After Dark*, planned as a series of visits to New York night clubs, with Eddie Garr as permanent master of ceremonies for program featuring the entertainers of various night spots, but after one broadcast from the International Casino the idea was dropped and on Jan. 19 a new Hollywood gossip series, with Harriet Parsons, daughter of Hearst movie columnist, was substituted. Account is handled by J. Walter Thompson Co., New York.

Human Drama

WDAY, Fargo, N. D., found itself in the middle of a small human drama the other day when it helped supply information that gave an elderly crippled lady in Pennsylvania a pension from the Veterans Administration. The local county judge told WDAY that in the early 80's, one William A. Cowan married a girl named Mabel who lived for six years, leaving no children. Mabel's brother was named Sherman, surname unknown. Cowan's parents formerly farmed in Kittson county, Minn. and Mrs. Cowan got the idea that Mabel and Sherman were neighbors. Sherman had to be located to prove Mrs. Cowan pension rights. WDAY put the story on the air and located Sherman.

KSOO, Sioux Falls, S. D., on Jan. 26 was authorized by the FCC to increase its power from 2,500 watts to 5,000 watts on the 1110 kc. channel, limited time operation.

FIRST AGAIN—first Syracuse baby born in 1938 has WSYR employee for a daddy.

Leads in 1938

WSYR SYRACUSE

N.B.C.

FLY TO THE N. A. B. CONVENTION

UNITED AIR LINES

Offers fine, fast service over the Main Line airway from all Pacific Coast and principal mid-west points to WASHINGTON, D. C.

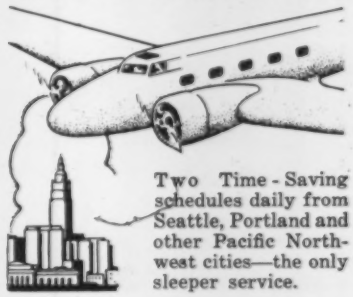
FROM CALIFORNIA

Overnight Sleeper and Daylight Flights to Washington and other Eastern cities from Los Angeles and San Francisco via Chicago and Cleveland.

FROM CHICAGO

Most frequent service, only 4½ hours. Fly from Chicago to Washington and return via New York at no extra fare.

FROM PACIFIC NORTHWEST

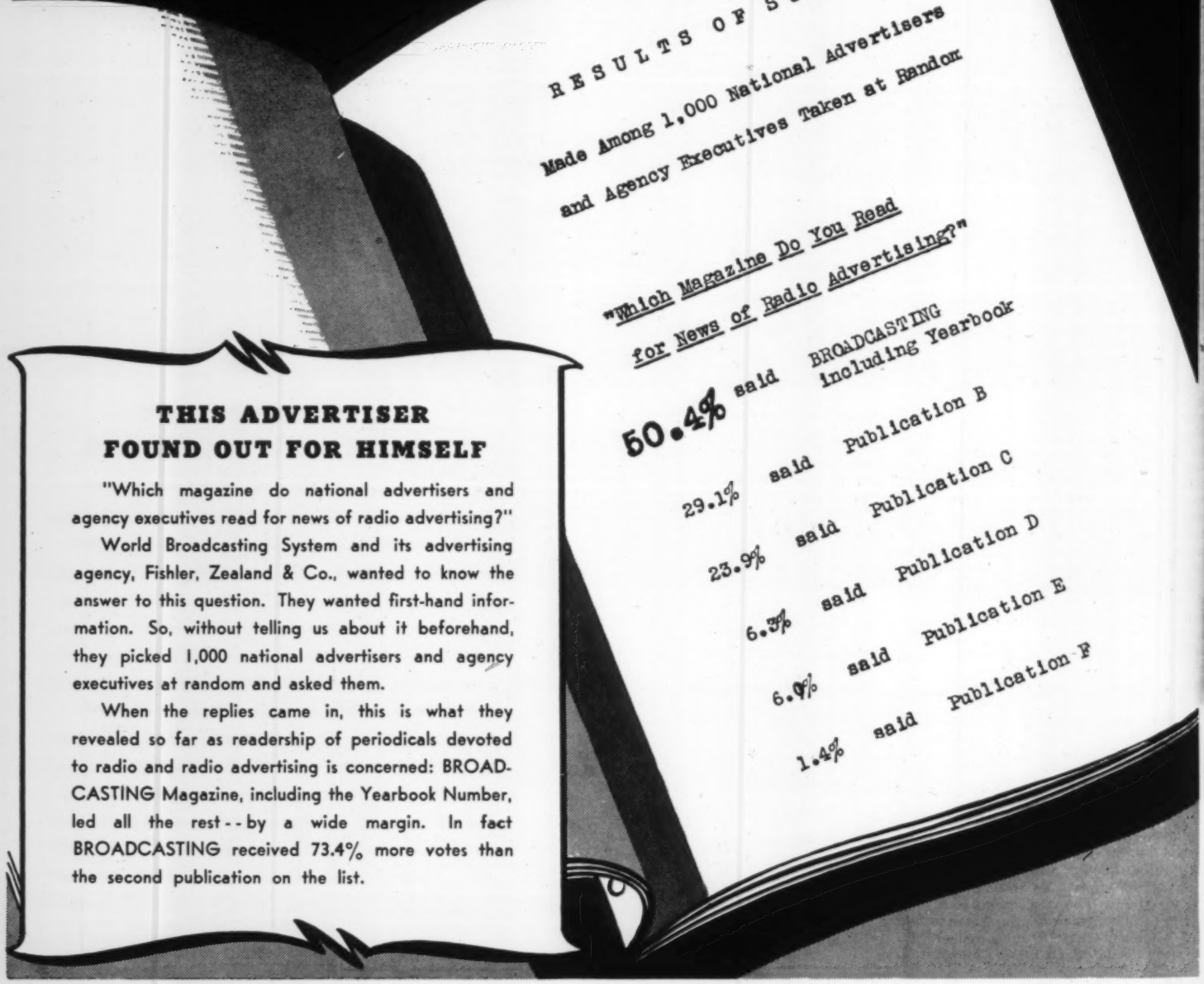


Two Time-Saving schedules daily from Seattle, Portland and other Pacific Northwest cities—the only sleeper service.

For reservations: Any United Airlines Office, Travel Bureaus, Hotels or Telegraph Offices.

They Read BROADCASTING

Broadcast Advertising

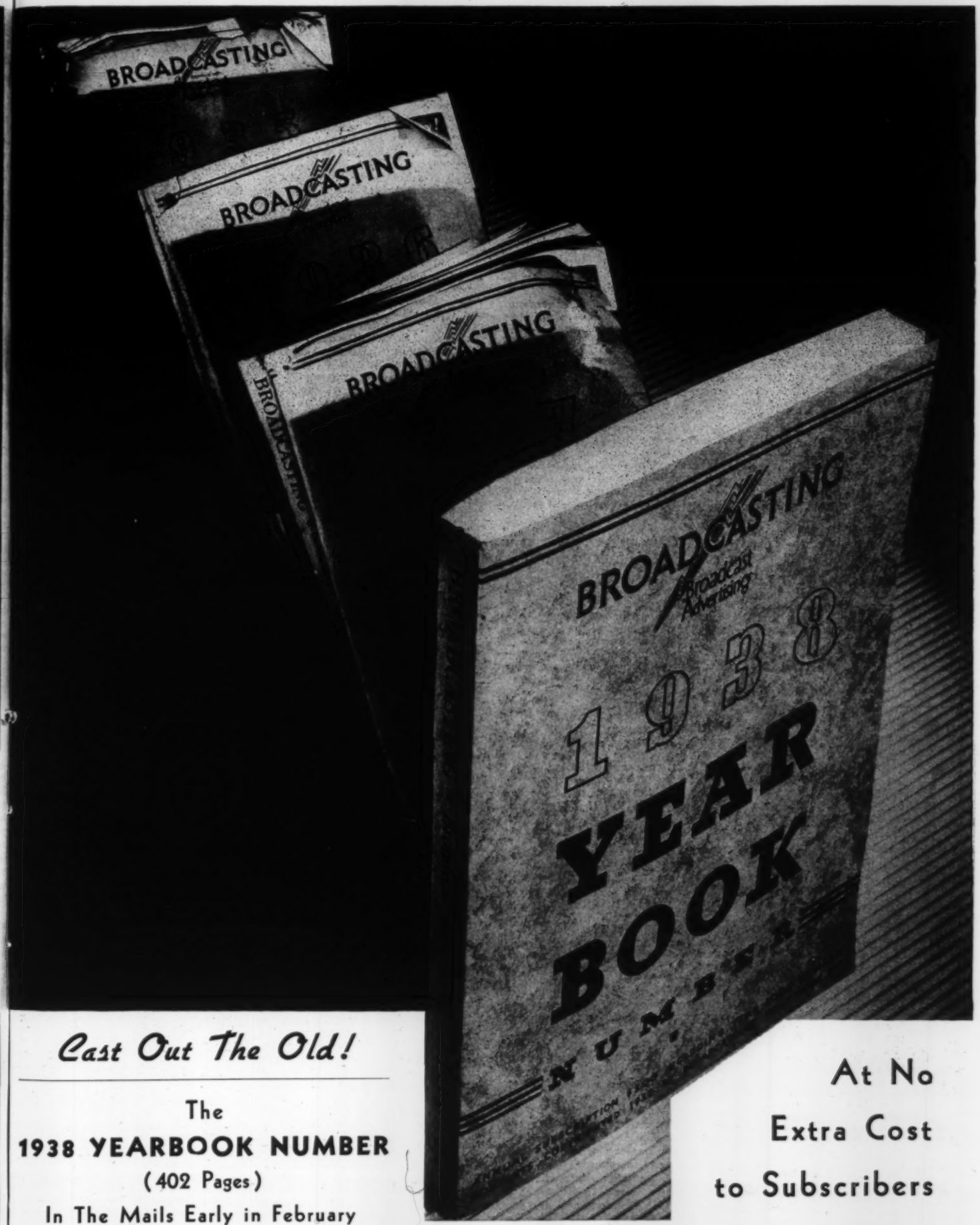

RESULTS OF SURVEY
Made Among 1,000 National Advertisers
and Agency Executives Taken at Random
"Which Magazine Do You Read
for News of Radio Advertising?"
50.4% said BROADCASTING
including Yearbook
29.1% said Publication B
23.9% said Publication C
6.3% said Publication D
6.0% said Publication E
1.4% said Publication F

THIS ADVERTISER FOUND OUT FOR HIMSELF

"Which magazine do national advertisers and agency executives read for news of radio advertising?"

World Broadcasting System and its advertising agency, Fishler, Zealand & Co., wanted to know the answer to this question. They wanted first-hand information. So, without telling us about it beforehand, they picked 1,000 national advertisers and agency executives at random and asked them.

When the replies came in, this is what they revealed so far as readership of periodicals devoted to radio and radio advertising is concerned: BROADCASTING Magazine, including the Yearbook Number, led all the rest--by a wide margin. In fact BROADCASTING received 73.4% more votes than the second publication on the list.



Cast Out The Old!

The
1938 YEARBOOK NUMBER
(402 Pages)
In The Mails Early in February

At No
Extra Cost
to Subscribers

Radio's Role in 1937 Flood Recalled

Louisville Celebration Pays Tribute to Heroic Service

By DOLLY SULLIVAN

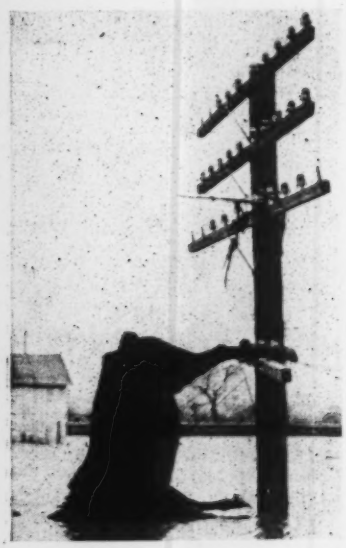
LOUISVILLE'S recollections of the aid given in the dark days of the January-February floods of 1937, when good neighbors opened their hearts and homes to its thousands of refugees, were indelibly written in the minds of 12,000 or more guests of the city and radio guests of WHAS and WAVE in a *Flood Gratitude Day Radio Revue* held at the Jefferson County Armory, Louisville, Jan. 24.

Packing the big building, a throng made up of Kentucky, Indiana and Ohio families, who were hosts to homeless Louisvillians a year ago and 1937 refugees who this year reversed the role, joined in a three-hour jubilation. So great was the jam that by 7:40 p. m. the big iron gates of the Armory had to be closed and 5,000 turned away.

Tribute to Pete Monroe

The program of entertainment by WHAS and other stations that had formed the hasty flood hookup included a "Send a Boat" greeting from Flood Mayor Neville Miller; appreciation from Mayor Scholtz and Credo Harris, director of WHAS; congratulations from Frank R. McNinch, chairman of the FCC, and a silent tribute to the late Pete Monroe, WHAS announcer, who won fame as an emergency announcer during the flood.

A speech of Admiral Cary T. Grayson, chairman of the American Red Cross, prevented by illness from attending, was read, expressing appreciation for the $25,000,000 contributed by millions throughout the world for the flood emergency and rehabilitation.



NO HORSEPLAY—But a critical situation developed as this dead horse hung by the strands of wire that connected WHAS and WSM during the flood. Frequent fading was found to be due to the horse, but was not located until the water had receded sufficiently to reveal the animal. Photo reprinted from the March 15, 1937, edition of BROADCASTING.

Flood Program Speakers

Mr. Bingham

Mr. Harris

Joe Eaton, program director of WHAS, as master of ceremonies presented more than 100 artists from the talent of WHAS, WAVE and associated stations, in musical and vaudeville performances. The Rev. Dr. Homer W. Carpenter, pastor of the First Christian Church, offered the invocation. D. D. Stewart, Gratitude Day Committee chairman, and Mayor Scholtz expressed Louisville's warm welcome to its guests, as did Barry Bingham, publisher of the *Louisville Times* and *Courier-Journal*, and owner of WHAS, adding a tribute of a moment's silence to Pete Monroe's memory.

Former Mayor Miller, from a studio in New York, brought an ominous note that wetted many an eye when his familiar voice called out "Send a Boat". Now assistant to the president of Princeton University, he told of the "indomitable courage of the people of Louisville and the generous response of every city and hamlet to our call for help". Looking back to the flood days, he said, "we kept faith in the darkest hours—we never lost hope that help would come".

"Tonight the radio again carries to the Nation an uncolored, unpainted picture of Louisville's gratitude," he said. "The memory of those dark days is not pleasant, but gratitude is pleasant indeed. We shall never forget the flood and we shall never forget you, our friends, and the part you played in that stirring drama."

Mr. McNinch Comments

Mr. McNinch, from his home in Washington, said: "None of us can forget the tragedy and calamity that befell Louisville and adjacent territory in the disastrous flood. Yet in the midst of this harrowing and tragic experience, Louisville exhibited a marked degree of calm and resolute determination and pushed measures of rescue and salvage with efficient organization. Louisville must be congratulated for its fortitude.

"Among the agencies that made a great contribution to the saving of lives and property and administering to the health and protection of the people was that of the radio, along with other means of communication. The radio not being dependent upon connecting wires is able to render service in times of disaster when the telephone and telegraph have been silenced through destruction of wire connections. Great work is capable of being done and has been done by means of radio telegraph and radio telephone when the elements have rendered the wire telephone and telegraph mute.

"I should be remiss in this connection did I not pay tribute to the great and ofttimes heroic and self-sacrificing work of the radio amateurs whose noble service has been a large factor in mitigating the loss of life and property in the Ohio River flood and in other disasters. All of you know how important radio broadcast service is in such an emergency, for it, unlike any other means of communication, conveys its message not to a single person but simultaneously to every one within hearing distance of a receiving set. In this way was directed the work of rescue and succor to the stricken and through it undoubtedly many lives were saved which otherwise would have been lost. Thus the radio served a great humanitarian cause and illustrated dramatically its instant usefulness in both national and local emergencies.

"Following the Louisville flood, the FCC instituted a thorough study of the possible and practicable measures through which all means of communication, radio, telephone and telegraph, may be mobilized and coordinated for even more prompt and effective service in any similar emergency. While we hope that no section of our country will be visited with a like calamity, we are confident the radio and other means of communication could now render instant and organized national service of even greater value in such a situation."

The program was broadcast partially by NBC and CBS, with the WHAS orchestra. Among radio executives attending the Louisville affair were Harry Stone, WSM, Nashville; Grady Cole, WBT, Charlotte; Marcus Bartlett, WSB, Atlanta; Harold Safford, WLS, Chicago. Talent included *Pappy Cheshire*, *Skeets* and *Frankie*, from KMOX; *Sara & Sally*, from WSM; *Cheri and the Three Notes*, from WBBM, Chicago; *Pokey and the Dezurik Sisters*, from WLS; *Prairie Dream Boys*, from WLAP, Lexington, Ky.; *Bess Cowahlin*, from WBAP, Fort Worth; The *Modernaires*, from WLW; The *Preston Trio*, from WFAA.

Va. Seeks WJSV Tax

CBS is preparing a reply to the claim by the State Corporation Commission of Virginia that it is entitled to collect a gross receipts tax from WJSV, Washington, which has its transmitter near Alexandria, Va. Hearing on the question was held Jan. 12-13 by the Commission, with Ralph Colin, CBS general counsel, appearing for WJSV. The Virginia claim is based on the assumption that WJSV is doing business in the state because its signals emanate from a Virginia site.

CANADIAN Broadcasting Corp. on Jan. 22 linked 33 of its network outlets to the 143 of the combined NBC networks to carry the remainder of the Saturday night NBC Symphony Orchestra programs under Arturo Toscanini, thus bringing to 182 the total number of outlets carrying this program. This includes six shortwave stations relaying the programs to all parts of the world, where some local stations are picking them up and rebroadcasting them.

RECALLING—The great Damon and Pythias act of their stations, which were linked together without cease for nearly a week in the greatest lifesaving effort of radio history during the Ohio River flood of exactly a year ago. At left is Lee Coulson, commercial manager of WHAS, Louisville, at Jan. 24 celebration in Louisville with Harry Stone, manager of WSM, Nashville.

Don Lee Plans for Boost In Visual Station Power

WITH Don Lee Broadcasting System, Los Angeles, granted permission from the FCC to increase power from 150 to 1,000 watts for its television station, W6XAO, work on the new transmitting circuits will be started at once, with tests being made in the very near future, according to Lewis Allen Weiss, general manager.

The added power will allow the recently announced televising of Mutual-Don Lee shows, scheduled to start during the first half of 1938, to be more widely received, Harry R. Lubcke, director of television, Don Lee network, stated. Pickups from the Don Lee Los Angeles studios and within a limited area out-of-doors will be made.

Approximately 100 television receivers within 20 miles of W6XAO are now in use and others are under construction by interested lookers, according to Mr. Lubcke. The power increase will strengthen the signal of the transmitter and enlarge its effective radius to approximately 45 miles, he expects.

New York Hookup

FOLLOWING close upon the discontinuance of the Mohawk Network, comprising six New York State and two Vermont stations [BROADCASTING, Jan. 15], a three-station hookup was announced Jan. 15 by George F. Bissell, manager of WMFF, Plattsburg, to comprise, in addition to WMFF, stations WNBZ, Saranac Lake, and WDEV, Waterbury, Vt. First account being carried is the Father Coughlin Sunday afternoon series.

Harvey-Whipple Places

HARVEY-WHIPPLE Inc., Springfield, Mass. (Masterkraft oil burners), on March 22 will start a weekly quarter-hour program on WJZ, New York, supplemented by transcriptions on WBZ, Boston, and WGY, Schenectady. Agency is Willard G. Myers, New York.

SOUTHWESTERN School of Radio Broadcasting and Broadcast Recordings Inc., moving to new and enlarged studios on the 8th floor, Santa Fe Building, Dallas, has announced a three months' course in technique of radio broadcasting, beginning Feb. 4. The recording division of the organization will start immediately on the production of a library service.

Ethics of the Air--A Censorship Story

By JANET MacRORIE*
Editor, NBC Continuity Acceptance Department

Active Forces Engaged in Securing Accuracy and Good Taste in a Network's Sponsored Broadcasts

JANET MacRORIE probably has worn out as many blue pencils as a squad of wartime censors, for hers is the task of weeding out the bad taste and exaggeration that creeps into NBC continuities, most of which pass through her office. That her work is effective is shown by the scarcity of public complaints against the ethics and morals of what comes from the loudspeaker. The recent outburst occasioned by the artful accents of the amorous Mae West was one of the few incidents of the sort in radio history. Miss MacRorie has been on the West Coast recently on a checkup of continuity acceptance.

Miss MacRorie

FROM what I hear and what I have read, there seems to be a new classification of humanity in America. We have been used to classifying ourselves as the rising generation and the old fogies, Capital and Labor, Republicans and Democrats, churchgoers and backsliders. It would seem that now we are all thrown into two general catagories — consumers and advertisers. Where the line of demarcation lies and where the advertiser ceases to become a consumer I have not the wisdom to know.

But definitely the advertiser seems to have been placed in the enemy's camp and his every statement is viewed with askance. There have always been honest manufacturers—there always will be and it has been a matter of pride with them to give the customer full value for the money received. I may be wrong, but it seems to me that manufacturers and advertising media had the interests of the consumer at heart long before the consumer gave much consideration to whether or not he was getting a square deal.

Accuracy and Good Taste

The National Broadcasting Co., which, as an industry, is only a ten-year-old, has taken seriously, since its inception, its responsibility to serve public interest, convenience and necessity. In reviewing continuity submitted for broadcast, the tests of accuracy, ethical business practice, common sense and good taste must be passed.

When, because of the nature of the product, free description of its properties is not compatible with the company's program policies (which were designed to give the public the finest programs possible) the business is declined. In taking this stand, NBC believes that it is giving a square deal to its listening audience and clients.

Anything that may offend any portion of the listening audience is poor broadcasting and particularly poor advertising from our point of view. When advertising of whatever classification must be so limited in its expression in order to conform with common standards of good taste that its effectiveness is impaired, it is felt that the advertiser will not receive full value from his advertising investment and he is advised against the use of NBC facilities.

In radio "how it sounds" must always be considered. "Oh, I feel terrible—my stomach is killing me" may or may not be all right in print but it has a different effect entirely when it comes at you through the loud speaker, especially when it is followed up by a description of the corned beef and cabbage topped off with mince pie that was the cause of it all.

The appropriateness of the advertising theme to the broadcast hour should be carefully investigated. Long and morbid description of digestive disturbances is a poor choice for the dinner hour.

What Listeners Think

Listeners to broadcast programs are, on the whole, most articulate. They write us and tell us what they think of our programs and if they know you are connected with a broadcasting company, they discuss their likes and dislikes very frankly. Perhaps you may be interested in hearing the adverse criticisms of radio advertising that reach us most frequently.

1. "Over-statement and exaggeration," they confide, "make us sick."

2. "Why does the advertiser keep on telling us the same thing over and over? We know the product is all right and we'll buy it, if only he'll cut the advertising talk short and give us more program."

3. "Why does the announcer have to yell his head off? We're not deaf!"

4. More serious-minded listeners ask us what steps are taken by NBC to check the product and the validity of the advertising claims.

Let's analyze these. They are reasonable questions and may point the way to a better understanding between advertiser and consumer.

1. "Over-statement and exaggeration make us sick." Insincerity in advertising copy is easy to detect in a broadcast sales talk, and nothing I believe makes anyone of us so annoyed and belligerent as the uneasy feeling that someone is trying to put one over on us.

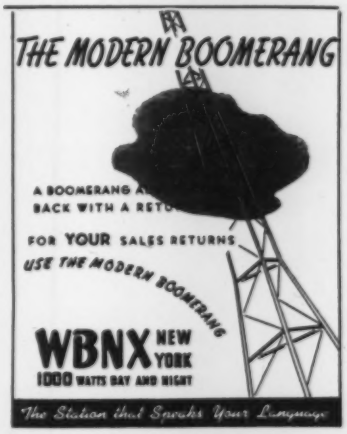
The radio advertising message more nearly duplicates, I believe, a personal interview with a customer than any form of advertising known. I wonder whether the advertiser would coach his sales talk in quite the same terms, always, were he present as a guest at the consumer's dinner table instead of sending the consumer his message via radio?

2. "Why does the advertiser have to keep on telling us the same thing over and over? We know the product is all right and we'll buy it if he will only cut the advertising talk short and give us more program?"

When I tell you, gentlemen, that recently in two double-spaced typewritten pages of advertising copy, I encountered the word "stomach" 14 times and the word "acid" used as a qualifying adjective 11 times, I think we may admit that the

(*Continued on page 75*)

* From a recent address.



A
Every Client of This CBS Outlet Benefits From
Merchandised Broadcasting
fact re
WBNS
COLUMBUS

K X L

Since May, 1937, under the personal resident management of

T. W. SYMONS, JR.

DURING the January newspaper strike in Portland—KXL was the only station to increase its news service instead of decreasing service.

Carrying Hourly
UNITED PRESS
REPORTS

PORTLAND • ORE.

A Unit of the Pacific Northwest Coverage Group
KFPY, Spokane • KRSC, Seattle • KGIR, Butte
KPFA, Helena

Texas, Louisiana Favor NAB Change

Endorse New Plan at Session Held Jan. 15 in Dallas

TWENTY-FIVE broadcasters representing 18 Texas and Louisiana stations unanimously expressed their approval of the NAB reorganization plan in principle when they met in Dallas Jan. 15 in conjunction with the annual pre-NAB session of the Texas Broadcasters Association board of directors. All Texas broadcasters were invited to attend the meeting, which was directed by O. L. Taylor, KGNC, Amarillo, president of the association. A sales managers' meeting was held Jan. 16 at the request of L. H. Avery, chairman of the Sales Managers' Division of the NAB.

Attending the sessions were Kern Tips, KPRC, Houston; R. S. Bishop and Gene Cagle, KFJZ, Fort Worth; Max Bentley, KRBC, Abilene; Beeman Fisher, WOAI, San Antonio; D. A. Kahn, KGKO, Fort Worth; Harold Hough, George Cranston, Herbert C. Southard and W. Southard, WBAP, Fort Worth; Frank Smith, KXYZ, Houston; James R. Curtis, KFRO, Longview; O. L. Taylor, KGNC, Amarillo; A. Earl Cullum Jr., radio engineer; James G. Ulmer, KOCA, Kilgore and KGKB, Tyler; Martin Campbell, Irwin Gross and Alex Keese, WFAA, Dallas; Sam Bennett, KTAT, Fort Worth; E. P. Humbert, WTAW, College Station; L. L. Hendrick, KRRV, Sherman; Burton Bishop, KTEM, Temple; John C. M. McCormack, KWKH and KTBS, Shreveport, La.; Earle Yates, KGKL, San Angelo; M. E. Danbom, KGKO, Tyler.

Will Seek Members

The main purpose of the opening meeting was to secure an official sentiment relative to NAB reorganization. With two-thirds of the stations in the State already members of the NAB a drive will be made to bring the others into the fold.

Included in the meeting was a talk by Mrs. J. C. Vanderwoude, chairman of the Texas Radio Council, explaining a proposed *Texas School of the Air*, which requires an initial appropriation of $63,000 and was said to have the endorsement of 25 Texas educational and civic organizations. According to the proposed plan, live talent and transcription educational programs produced at Texas colleges and universities would be broadcast over Texas stations to reach school children of the state.

At the Sales Managers' session, also led by Mr. Taylor, the bulk of the discussion centered about rate practices, particularly local as opposed to national rates.

Convention Air Rates

UNITED AIR LINES announces that its lowered rate schedule will become effective in time for the NAB convention in Washington, Feb. 14-16. Delegates who want to visit New York before or after the convention may purchase a round trip ticket to New York with stop over in Washington without extra charge. This applies on both the going and return trip. Broadcasters may leave the West Coast during the evening and arrive in Washington the following afternoon.

KSD Also Celebrates

OUT in St. Louis, they are wondering whether the NAB convention in Washington is being held in honor of KSD, *Post-Dispatch* outlet, or vice versa. It appears that KSD observes its 16th anniversary on Feb. 14—the day the 16th annual convention begins. Whatever the situation, the suggestion has been advanced that if KSD provides the ice cream and cake, the conventioneers will help celebrate the event.

NAB Convention

(*Continued from page 12*)

Two of these would represent large stations; two medium stations and the final two small stations, with the classifications to be determined by power output.

The work of the reorganization committee, designated at the special convention in October, has been highly praised by station executives. A substantial group already has advocated placement on the incoming board of all members of this committee, through election by their respective districts. In addition to Mr. Craig, the committee members are John Shepard 3rd, Yankee Network; Walter J. Damm, WTMJ; Ed Craney, KGIR-KPFA; and Edward A. Allen, WLVA, with Mark Ethridge, business manager of the *Louisville Courier-Journal & Times* which operates WHAS, as exofficio member.

This new board, having broad powers, would be authorized to elect the paid president by a two-thirds vote. However, it is not expected action will be taken promptly because of the responsibility. The paid president would have whatever authority the board chooses to delegate, under the elastic terms of the proposed new by-laws.

Executive Committee

The board itself would designate an executive committee of six directors, including the new president. Like the directors-at-large, two would represent big stations, two medium and two small, with no two members elected from any single broadcast organization. That would mean, for example, that the network-owned stations of NBC or CBS could not have more than one member each on the committee.

The board also would have a free hand in the creation of the departments within the NAB, each to be headed by a specialist such as engineering, labor relations, legal, public relations and research experts. The chief executive would make the selections with the consent of the board.

The new organization, it is estimated, will require an expenditure of some $250,000 a year—or double the present budget. The plan carries a provision for revision of dues whereby stations pay on the basis of net income, ranging from $5 monthly for stations with a maximum income of $15,000 per year, to $500 per month for those having an annual income of more than $2,000,000. This system of dues, it is estimated, will raise the requisite $250,000 with a membership of 450 stations, as against the present 400-odd membership.

Likelihood of an immediate increase in membership is seen with the adoption of the plan. More than a dozen stations, among them major outlets, have resigned during the last year or so because they were out of sympathy with the organization and its directing heads. Whether there will be defections because of the doubled dues is problematical.

The convention will be stripped of usual frills, according to Chairman Spence. Exhibitors have been asked to keep their doors closed during convention meeting hours. Display rooms will be segregated on one floor in the Willard Hotel, convention headquarters. The banquet will be held Tuesday evening, with entertainment to include network talent. William B. Dolph, manager of WOL, Washington is chairman of the committee, with Frank M. Russell, NBC Washington vice-president and Harry C. Butcher, CBS Washington vice-president, as members.

SMILE FORMULA—License number matches frequency. Phil Lasky, general manager of KSFO, San Francisco, grins at the "560" and the "1K", for KSFO has 560 kc and uses 1 kw at night, 5 kw day.

Southerners to Meet

BROADCAST sales directors of Arkansas, Louisiana, Mississippi and Tennessee will meet in a one-day session at the Peabody Hotel, Memphis, Feb. 2, to discuss mutual problems and draft recommendations preparatory to the NAB Convention in Washington Feb. 14-16. It is expected the meeting will have full attendance from practically all of the 42 stations within the four States comprising the Mid-South district. Harben Daniel, of WSM, Nashville, chairman of the sixth district, will preside.

Pluck on KFWB

CALAS LABORATORY, Los Angeles (Pluck eyebrow lotion), using radio for the first time, on Jan. 25 started a 13-week test campaign on KFWB, Hollywood. A thrice-weekly quarter-hour program, *Women Are News*, which features Bernice Chandler as commentator, is being used. Agency is Pacific Market Builders, Los Angeles.

Pennsylvanians to Hold Second Convention Soon

C. G. MOSS, manager of WKBO, Harrisburg, was elected president of the Pennsylvania Broadcasters, group of station men formerly known as the Pennsylvania Independent Broadcasters, at a reorganization meeting held in the Penn Harris Hotel, Harrisburg, Jan. 11. With the aims of promoting better broadcasting, bringing about an open discussion of various problems facing the industry, and developing a closer relationship and cooperation of all broadcasters in the State, the group resolved to send invitations to all Pennsylvania broadcasters to become members. Plans were also discussed for the formation of a state network to include the 15 stations represented at the meeting.

Clifford M. Chafey, WEEU and WRAW, Reading, was elected vice-president of the organization, and Clair McCollough, Mason-Dixon Group (WGAL, Lancaster; WEST, Easton; WAZL, Hazelton, and WORK, York), was named secretary-treasurer. Other broadcasters at the meeting included: Roy Thompson, WFBG, Altoona; J. C. Tully, WJAC, Johnstown; George Coleman, WGBI, Scranton; George E. Joy and Mr. Van Pearson, WRAK, Williamsport; S. R. Baltimore, WBRE, Wilkes-Barre; B. A. Beck, WKOK, Sunbury; Leo O'Melian, WLEU Erie; J. H. Musselman, WCBA, Allentown. A second meeting will be held early in February.

North Central Group

REPRESENTATIVES of six broadcasting stations in North Dakota and Western Minnesota have organized the North Central Independent Broadcasters' Association at a meeting in Valley City, N. D. Aim of the group will be the promotion of their mutual commercial interests, and other independent stations in the region served will be eligible for membership. Stations represented at the opening meetings were KOVC, Valley City; KRMC, Jamestown; KGCU, Mandan; KLPM, Minot, KDLR, Devils Lake; KVOX, Moorhead, Minn. John B. Cooley, of KLPM, Minot, was elected president of the group and Bert Wick, of KDLR, Devils Lake, secretary.

Banquet Deferred

THE Southern California Broadcasters Association, Los Angeles, has postponed its planned get-together banquet set for Feb. 3, according to Leo B. Tyson, president, who is also manager of KMPC, Beverly Hills. Inability of Niles Trammel, NBC central division vice-president, Chicago, to attend as guest speaker, and because many of its members would be out of the state on that date, were given as reasons for the postponement. A new date will be set after the NAB convention.

Southeast Sales Session

WRVA, Richmond, Va., was host to the Southeastern Division of Broadcasting Sales Directors on Jan. 26. Representatives of this organization include sales managers from Delaware, Maryland, District of Columbia, North Carolina, West Virginia and Virginia.

Blanket Libel Insurance For Broadcast Stations Winning Support of NAB

A PROPOSAL for blanket libel insurance for broadcast stations, in the light of court decisions holding stations equally liable with speakers for statements uttered over their facilities, has won substantial support among NAB member stations, it was announced Jan. 28 by John Elmer, WCBM, Baltimore, NAB president.

Mr. Elmer said that work on the plan, advanced to the membership in a form letter, is progressing satisfactorily and that a formal announcement may be made shortly. Presumably the idea will be docketed for discussion and action at the NAB convention, Feb. 14-16.

James W. Baldwin, NAB managing director, asserted that more than 200 letters had been received from member stations expressing sympathy with the proposal under which they would be insured against libel. He said there were only a half-dozen communications in which broadcasters were either noncommittal or not interested.

If there is sufficient demand for the type of insurance contemplated, and advance indications are affirmative, steps may be initiated to have insurance companies write that nature of policy.

A number of stations already have contracted for libel insurance, with Lloyd's of London, general insurance organization, one of the units writing such policies.

NBC Shortwave Service Now on Longer Schedule

BECAUSE of a growing listener interest in shortwave broadcasts, NBC has expanded its shortwave service on the W3XAL Latin-American beam. Increase in listener interest has been prompted by the Toscanini concerts and the Metropolitan Opera broadcasts, according to NBC.

Advance program schedules are now printed in Spanish and distributed to 500 publications from Mexico to Argentina. In cooperation with shortwave fans who have furnished regular reports on reception to RCA engineers, NBC has changed the time allocation of its shortwave frequencies beamed to Latin and South America. The frequency of 17,780 kc. is now used from 5-7 p. m. (EST) and 6,100 is used from 7 p. m. to 1 a. m.

Lever in Canada

LEVER BROS. Ltd., Toronto, started Jan. 31 with a five-weekly 15-minute daytime dramatic sketch *Big Sister* from CBS, New York, over 24 CBC stations in two sections, covering Maritimes and Ontario in morning and Fort William, Prairies and British Columbia in early afternoon. Stations on the network are CKCW, Moncton; CHSJ, St. John; CFNB, Fredericton; CBO, Ottawa; CFRC, Kingston; CBW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFJC, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

THE KINGFISH IS CONVERTED

Touching Tribute to Legislator Paid by ASCAP In Recalling Dramatic Conversation

The manner in which ASCAP spreads the story of its "humanitarian work" through Congress and in other official quarters, is rather blandly related by the copyright group in this article, published in the new issue of ASCAP Journal, recently founded house organ to promote the ASCAP cause. It is entitled "It Happend In Dixie" and bears the signature of Eugene West, ASCAP member. It tells its own eloquent story as follows:

Scene: Radio Station WDSU, New Orleans, La.
Time: One February Night in 1935.

MR. EWING: (Program Director) Stick around after your broadcast. The Kingfish is going on the air shortly after you.

SONGWRITER: I don't go much for his stuff.

EWING: Don't discuss politics with him. Talk music, he loves it. Thinks he can write a song. Here he is now. Senator, I want you to meet a Louisiana man who has written many fine songs.

HUEY P. LONG: That's swell. Did you hear my song "Every Man a King?"

SONGWRITER: Sure did.

EWING: By the way, Senator, he has composed a song for you that might interest you as a campaign song when you run for President.

LONG: Great, let's hear it.

(*Songwriter plays and sings*, "You Can't Go Wrong With Long".)

LONG: Hot damn, that's immense. How about doing this song right now when I go on the air?

AFTER BROADCAST

LONG: Ewing said something about you being a professional. Where are your songs published?

SONGWRITER: Always in New York. By the way, I happen to belong to A.S.C.P. Ever hear of it?

LONG: Wait a minute, oh yes, that American Society outfit. Isn't a tall skinny fellow named Buck at the head of it?

SONGWRITER: Yes.

LONG: Damn nice Yankee and mighty smart. He had me all sold on this thing until I recently talked it over with Bilbo (U. S. Senator from Mississippi).

SONGWRITER: What did Bilbo tell you?

LONG: According to Bilbo it is a big racket run for the benefit of a lot of money-mad New Yorkers.

SONGWRITER: I would love to talk it over with you, Senator.

LONG: Be in my room at the Roosevelt around midnight.

Scene: Long's quarters at Roosevelt Hotel, time: 5 A. M.

LONG: Boy, pour us another round. And you mean to tell me that this ASCAP looks after its sick and distressed and gives you songwriters an income for life, even to its negro members, and that no member is buried in Potter's Field?

SONGWRITER: I mean just that.

LONG (excitedly): And by God that is just what I mean when I yell at them EVERY MAN A KING, but by J———, the stupid public won't listen to me. I am going to get hold of that pint sized Bilbo and knock some sense into him about this ASCAP thing. And, by the way, tell that Yankee Buck to look me up as soon as I get back to Washington. Boy, pour us another round.

CURTAIN

The above is an actual happening and every word is true. Some months later a maniac slew him. Many of us in Louisiana did not subscribe to his political theories but we all knew he had a heart of gold and in the passing of Senator Huey P. Long, ASCAP lost an admiring and staunch friend.

STAR RADIO PROGRAMS, New York script service, will soon release a new feature, *Your Writing Reveals*, prepared by Dorothy Sara, graphologist. Complete merchandising set-up will go with the 13 quarter-hour scripts of the series, as well as a special theme song.

Furniture Series

HOMER BROS. FURNITURE Co., Chicago, largest furniture manufacturing firm in the Midwest selling direct to consumers, has placed its account with Robert Kahn & Associates, Chicago, and will start an extensive spot radio campaign March 1.

Olmstead Named

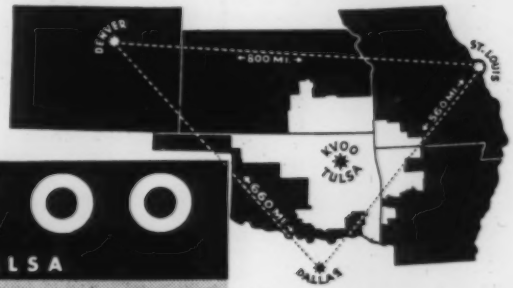
CLARENCE OLMSTEAD, recently at the Hollywood office of Young & Rubicam, has been named manager of the agency's radio department in New York, relieving Donald Stauffer, vice-president in charge of radio, of detail work. Wm. J. Thomas, radio publicity director, is his assistant.

WASHINGTON
VISIT
RADIOSCRIPTIONS
DISPLAY
WILLARD HOTEL
During the
CONVENTION
Serving the country from the Nation's Capital with all types of transcriptions.
This display will be of definite interest to Broadcasters — inspect our modern recording facilities . . . Jensen High-Fidelity Speakers, United Transformers, etc.

NEWS COVERAGE
means
STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, *proving the KVOO coverage area, county by county and town by town.* Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request. ***The Most Powerful Station between St. Louis, Dallas and Denver***

N. B. C.
EDWARD PETRY AND CO., Inc.
Representatives



KVOO
TULSA
THE VOICE OF OKLAHOMA

News
is your best bet
TRANSRADIO

Charlie McCarthy Named as Leading Newcomer on Air

Jack Benny Is Top Comedian In *World Telegram* Poll

OUTSTANDING radio program on the air today is the *Chase & Sanborn Hour*, according to the results of the 1938 *New York World-Telegram* poll of radio editors. Voting the program itself as their favorite, the radio scribes also selected its star, Charlie McCarthy, as the outstanding newcomer of the year and second only to Jack Benny as their favorite comedian. Nelson Eddy, soloist of the program, won a second place in the classical singers division, passed only by Lawrence Tibbett.

Jack Benny retains his crown as top laugh-getter, which he has now held for five years, but his program, after three years on top, goes into second position in this year's poll. Fred Allen, who last year ranked second most popular comic and whose program was also second favorite, is 1938's third ranking comedian, while his program ends up fourth this year, passed also by Bing Crosby's *Kraft Music Hall* which was in fifth place in 1937.

New Ones at the Top

In addition to Edgar Bergen's dummy, three others rose for the first time to top spot in their respective classes: Arturo Toscanini headed the list of smyphonic conductors, Jose Iturbi was the favorite instrumentalist, and Lawrence Tibbett was judged the best classical singer. In the main, however, the radio editors stuck by their former favorites, again naming Guy Lombardo, Bing Crosby, Kate Smith, the *Revelers*, Ted Husing, *Magazine of the Air*, Boake Carter, Don Wilson, *Lux Radio Theater* and *Singing Lady* as tops in their particular fields of entertainment. A special mention should be made of Mr. Lombardo, who for the seventh consecutive year was voted as having the most popular light orchestra in radio. Benny Goodman, raised on the swing craze from fourth to second place, was still far from giving Guy close competition.

Of the first choices in each classification, NBC and CBS are tied with eight each. Runners-up are divided ten to NBC and five to CBS. Ballots were cast by 211 editors, each voting for five favorite programs, with first choice counting three votes, second two, and the others one each. In other divisions each editor was asked to name three choices which were given three, two and one votes in descending order.

Considering censorship the most timely question, Alton Cook, *World-Telegram* radio editor who composed the questionnaire, included questions concerning the Hugh Johnson and Mae West episodes. Majority of those replying believed that Johnson, who was prohibited from broadcasting a talk on venereal disease, should have been allowed to proceed, as both the hour and the nature of his usual broadcast would have given him an extremely small juvenile audience. The consensus on the West program was that while it was probably a mistake to have booked her for a radio appearance the resulting uproar was a tempest in a teapot with little justification.

Listed above are the ten leaders in each group, as selected by the editors, listed in order of their ranking and showing the votes received.

RESULTS OF RADIO POPULARITY POLL

(Conducted among radio editors by *New York World-Telegram*)

FAVORITE PROGRAMS—Charlie McCarthy, 277; Jack Benny, 245; Bing Crosby, 146; Fred Allen, 127; Rudy Vallee, 104; Lux Radio Theater, 70; Toscanini concerts, 56; Philharmonic Symphony, 45; Detroit Symphony, 33; March of Time, 32.

LIGHT ORCHESTRAS—Guy Lombardo, 235; Benny Goodman, 154; Andre Kostelanetz, 133; Wayne King, 116; Horace Heidt, 96; Hal Kemp, 61; Tommy Dorsey, 58; Paul Whiteman, 40; Richard Himber, 39; Eddie Duchin, 32; Rudy Vallee, 27.

MALE POPULAR SINGERS—Bing Crosby, 441; Kenny Baker, 231; Lanny Ross, 115; Nelson Eddy, 75; Dick Powell, 51; Frank Parker, 42; Buddy Clark, 42; Rudy Vallee, 41; Tony Martin, 26; Jerry Cooper, 22.

WOMEN POPULAR SINGERS — Kate Smith, 242; Frances Langford, 224; Connie Boswell, 97; Dorothy Lamour, 83; Alice Faye, 71; Jane Froman, 43; Harriett Hilliard, 43; Gertrude Niessen, 37; Jeannette MacDonald, 35; Deanna Durbin, 25.

VOCAL GROUPS—Revelers, 138; Paul Taylor chorus, 135; Spitalny Girls' Chorus, 58; Town Hall Quartet, 51; Kay Thompson singers, 25; Lynn Murray Choir, 25; Eton Boys, 25; Hall Johnson Choir, 23; King's Men, 23; Chicago A Capella Choir, 22.

COMEDIANS—Jack Benny, 392; Charlie McCarthy, 329; Fred Allen, 220; Fibber McGee, 59; Burns & Allen, 58; Bob Burns, 38; Eddie Cantor, 22; Walter O'Keefe 20; Amos 'n' Andy, 20; C. Butterworth, 18; Phil Baker, 17; Stoopnagle & Budd, 15; Stroud Twins, 12.

SPORT ANNOUNCERS—Ted Husing, 489; Clem McCarthy, 158; Bill Stern, 85; Don Wilson, 84; Graham McNamee, 53; Bill Slater, 40; Red Barber, 30; Tom Manning, 26.

COMMENTATORS—Boake Carter, 58; Lowell Thomas 37; Edwin C. Hill, 31; Hugh Johnson 10½; Gabriel Heatter, 9; Dorothy Thompson 9; H. V. Kaltenborn 8½; Alexander Woollcott, 8; Walter Winchell 6½; Paul Sullivan, 6; John Nesbitt, 4.

STUDIO ANNOUNCERS—Don Wilson, 50; Harry Von Zell, 23; Milton Cross, 18; Ken Carpenter, 15; David Ross, 10; Paul Douglas, 10; Jimmy Wallington, 9; Truman Bradley, 5; Ben Grauer, 4; Andre Baruch, 3; Dell Sharbutt, 3; Jean Paul King, 3.

SYMPHONY CONDUCTORS — Toscanini, 398; Stokowski, 230; Frank Black, 81; John Barbirolli, 73; Erno Rapee, 68; Eugene Ormandy, 60; Andre Kostalanetz, 56; Artur Rodzinski, 36; Fritz Reiner, 27; Walter Damrosch, 16; Alfred Wallenstein, 16.

INSTRUMENTAL SOLOISTS—Jose Iturbi, 194; Jascha Heifitz, 173; Yehudi Menuhin, 109; Albert Spaulding, 106; Rubinoff, 67; Mischa Elman, 52; Josef Hofmann, 22; Fritz Kreisler, 20; Georges Enesco, 15; Toscha Seidel, 10; Mischa Levitzki, 10.

CLASSICAL SINGERS—Lawrence Tibbett, 199; Nelson Eddy, 194; Lily Pons, 167; Kirsten Flagstad, 108; Richard Crooks, 104; Grace Moore, 86; Jeanette MacDonald, 72; John Charles Thomas, 59; Gladys Swarthout, 34; Lauritz Melchior, 31; Jessica Dragonette, 28.

DRAMATIC PROGRAMS—Lux Radio Theater, 361; One Man's Family, 164; First Nighter, 117; March of Time, 99; Gang Busters, 68; Big Town, 62; CBS Workship, 57; Cavalcade of America, 29; Tyrone Power, 27; Grand Hotel, 18.

CHILDREN'S PROGRAMS—Singing Lady, 245; Little Orphan Annie, 62; Mickey Mouse, 57; Let's Pretend, 49; Dear Teacher, 42; Dorothy Gordon's Children's Corner, 40; American School of the Air, 36; Jack Armstrong, 35; Dick Tracy, 34; Kaltenmyer's Kindergarten, 30; White Rabbit Line, 30.

HOUSEHOLD PROGRAM—Magazine of the Air, 18; Betty Crocker, 16; Homemakers Exchange, 10; Mystery Chef, 10; Mary Lee Taylor, 8; Wife Saver, 6; Mary Margaret McBride, 6; Martha Deane, 4; Eleanor Howe, 3; Farm & Home, 3; Ida Bailey Allen, 3.

NEW STAR—Charlie McCarthy, 173; Tommy Riggs, 11½; Deanna Durbin, 6; Stroud Twins, 3; Lucille Manners, 2; Don Ameche, 2; Jack Haley, Oswald, Judy Garland, Nadine Connor, Raymond Scott, Jussi Bjoerling, Fibber McGee, Dorothy Sadler, Alice Cornett, 1 each.

OUTSTANDING BROADCAST — Coronation, 49; Hindenburg disaster, 38; Floods, 23; King Edward's abdication, 16; Justice Black, 13; Toscanini opening, 10; Mae West, 4; Twelve Crowded Months, 2; Chase & Sanborn, 2.

Announcer's Day

JAN. 27 was Announcer's Day at the New York Advertising Club. Among those who attended the annual luncheon were Graham MacNamee, John Gambling, Milton J. Cross, Ben Grauer, Howard Claney, Harry Von Zell, Alois Havrilla. Lowell Thomas is president of the club.

KOAM Reorganizes

INCORPORATION of Pittsburg Broadcasting Co., to take the place of the former partnership of A. Staneart Graham, E. V. Baxter and Norman Baxter in the operation of KOAM, Pittsburg, Kan., was disclosed in an application filed with the FCC Jan. 21 for a transfer of license to the new corporation. Under the new setup Mr. Graham, an attorney, holds 10% of the stock; E. V. Baxter holds 45.2%, and Norman Baxter holds 44%. The Baxters operate a lumber company in Pittsburg. KOAM is a 1,000-watt daytime station on 790 kc., which made its debut on the air last October.

Cleric and Ham

JUST after a preacher had announced his text during a remote the other Sunday morning on KYA, San Francisco, an eerie little voice cut in and said, "Well, well." The divinity doctor kept going, only to be interrupted a minute later by, "Okay, Charlie, all's well." As soon as KYA engineers got their strength back they found an amateur radio operator next door to the church, his antenna atop the steeple. So many listeners phoned in about the strange occurrence that the minister had to explain the whole thing the following Sunday.

More Adams Fights

ADAM HAT Co., New York, has added two fights to the schedule of those to be broadcast on the NBC-Blue network, the Galento-Thomas fight on Feb. 18 and the Baer-Barland match on March 4 to be broadcast from Madison Square Garden. The heavyweight championship fight between Joe Louis and Nathan Mann as previously scheduled will be broadcast Feb. 23. Agency for Adam is Glickman Adv. Co., New York.

The Clearing House for the BROADCASTING INDUSTRY

Use BROADCASTING Classified Columns for . . .

★ Help Wanted
★ Situations Wanted
★ Wanted to Buy OR Sell

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising
870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

Ethics of the Air—and Censorship

(*Continued from page 71*)

listener has some cause for complaint on the ground of reiteration.

3. "Why does the announcer have to yell his head off? We're not deaf!"

Because, my dear listeners, if the announcer didn't come through in round, ringing tones, it is probable that replacement of the announcer would be requested on the ground that the sales message was not being given convincingly.

4. "What steps do we take to check the worth of the product and the validity of advertising claims?"

Checking Products

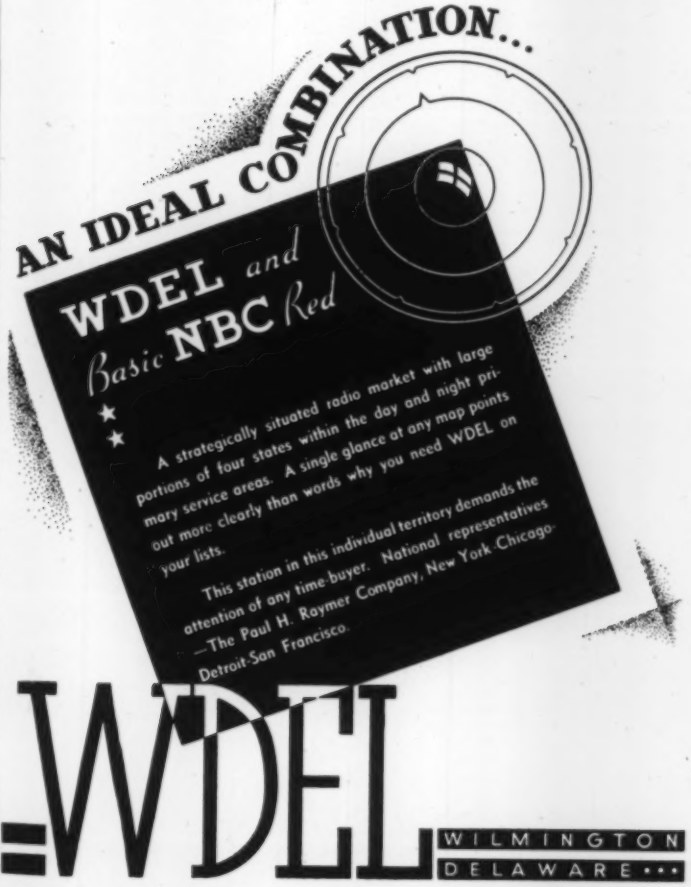
NBC when necessary checks worth of medical products with ethical medical associations; advertising claims with the Better Business Bureau. The cease and desist orders of the Federal Trade Commission and stipulations entered into with that body by advertisers are studied carefully. When warranted, individual experts are called upon and, at this point, I should like to propose for canonization Mr. Earle A. Meyer, and Dr. F. J. Cullen of the Advisory Committee of the Proprietary Association for the saintly patience and understanding with which they answer the many tortuous questions put them by those of us whose work is dedicated to the consumer's right to the pursuit of truth and happiness.

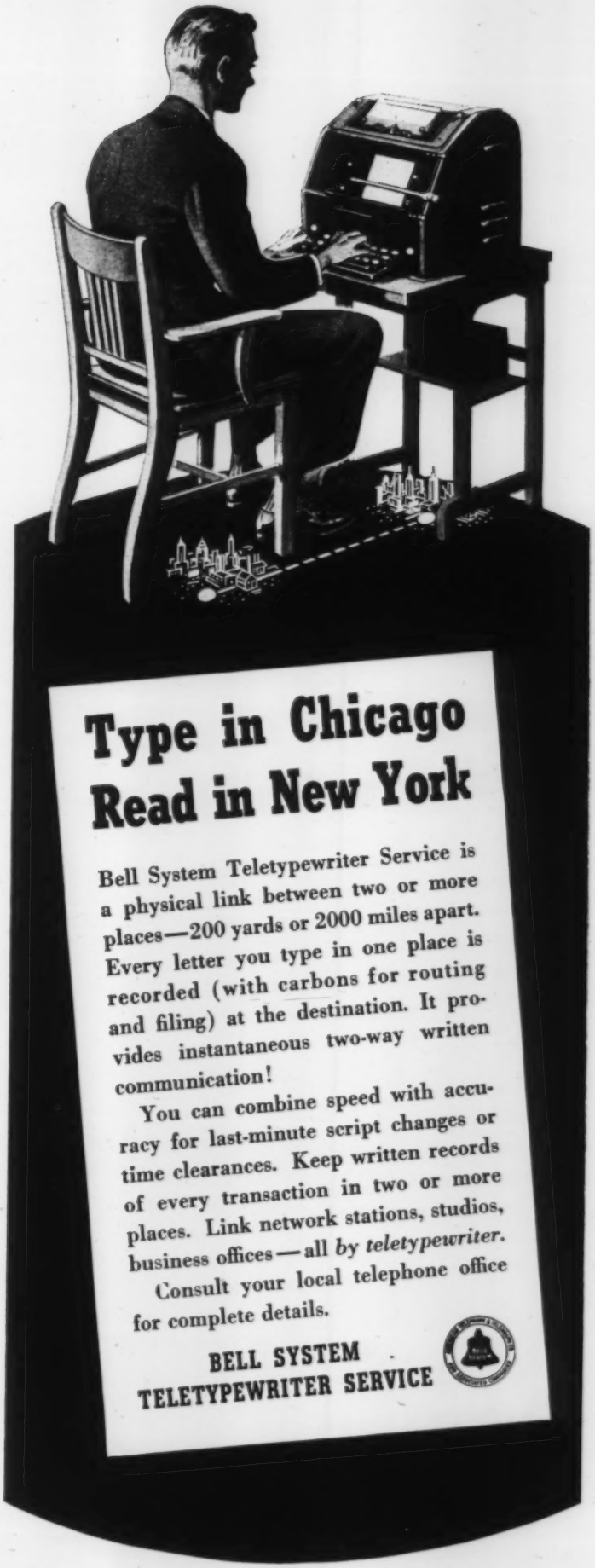
During the past three years, the advertising of packaged medicines has improved greatly. Not only is "evil" avoided but also the appearance of "evil." More and more is evidence of more careful wording present. There are still a few diehards—a few who believe in "scare 'em and sell 'em"—"Yesterday a cold—today pneumonia—tomorrow —?"

And the use of the florid dramatized commercial. The use of this must be discouraged—since it is in effect a testimonial without the integrity of an honest testimonial.

Perhaps the greatest pitfall in medical advertising awaits him who would extend the field of the usefulness of his product. It would be well to curb that desire until it has proved beyond the shadow of a doubt that the product can perform the function claimed for it. Many a good reliable member of the family medicine chest has become an outcast, because, for example, it tried to masquerade as a beauty lotion when it should have remained a counter-irritant.

The consumer wants the facts about medicine as well as about other products. Forward-looking retailers are demanding facts of manufacturers and the manufacturers should supply them and be glad to enlarge upon them. The breach between the consumer and the advertiser must be healed or bridged. It will never be possible to please everyone but if we keep our house in order, answer questions frankly and fairly, we are equipped to do our part in meeting the consumer's expectations.


AN IDEAL COMBINATION...
WDEL and
Basic NBC Red
A strategically situated radio market with large portions of four states within the day and night primary service areas. A single glance at any map points out more clearly than words why you need WDEL on your lists.
This station in this individual territory demands the attention of any time-buyer. National representatives —The Paul H. Raymer Company, New York-Chicago-Detroit-San Francisco
WDEL
WILMINGTON
DELAWARE


Type in Chicago
Read in New York
Bell System Teletypewriter Service is a physical link between two or more places—200 yards or 2000 miles apart. Every letter you type in one place is recorded (with carbons for routing and filing) at the destination. It provides instantaneous two-way written communication!
You can combine speed with accuracy for last-minute script changes or time clearances. Keep written records of every transaction in two or more places. Link network stations, studios, business offices—all *by teletypewriter.*
Consult your local telephone office for complete details.
BELL SYSTEM
TELETYPEWRITER SERVICE

RCA INSTITUTES Inc., Chicago, has started an amateur radio operator's course which will be taught in two sections, one devoted to the technical phases of radio and the other to code. Technical instruction will include the study of electrical theory, instruments, transmitters, meters, receiver principles and radio laws. George Martin is head.

Late Personal Notes

DON JOHNSON, who writes General Foods' *On Broadway* and CBS' *Senator Fishface and Prof. Figgsbottle*, on Feb. 2 will add *Easy Aces* to his schedule, writing Goodman and Jane Ace out of the script. The Aces are taking a month's vacation in Florida.

C. HALSTEAD COTTINGTON, recently placed in charge of radio plans, merchandising and station contracts of N. W. Ayer & Son in New York, on Jan. 20 was named a vice-president.

H. FULTON BREWINGTON, formerly with WMSD, Sheffield, Ala., is now musical director and announcer of WSAL, Salisbury, Md. Also on the announcing staff of WSAL is Billy Tyrall, formerly with WWSW, Pittsburgh.

JOSEPH LOPEZ, manager of WICC, Bridgeport, Conn., broke his right hand Jan. 17 while engaging in a bowling match.

MAX EHRLICH, author of the local *Sunday Barnstormers* plays, has joined the sales staff of WSPR, Springfield, Mass., succeeding John J. Broderick, resigned.

ED SMITH, formerly of the *Saturday Evening Post*, J. Walter Thompson Co., and general sales director for Swift & Co., Chicago, is featured on WPTF, Raleigh, N. C., as commentator three times weekly.

DORIS KEANE, secretary-treasurer of Hammond-Calumet Broadcasting Corp., operating WHIP and WWAE, Hammond, Ind., and managing director of the two stations, left for Miami Jan. 31 for a mid-winter vacation. From Miami Miss Keane will go to Washington to attend the NAB convention.

NILES TRAMMEL, vice-president of NBC-Chicago, left Jan. 28 for a two-week trip to Florida and Nassau.

BOB KAUFMAN, formerly director of special events at WBBM, Chicago, commercial manager of KMA, Shenandoah, and sales promotion director of WLS, has joined WHIP.

MAYNARD MARQUARDT, manager of station WCFL, Chicago, and his wife left Chicago Jan. 27 for a three-week vacation trip to Mexico.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
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There is no substitute for experience
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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
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Field Office Evanston, Ill. University 1419

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
250 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

DONNELLY
MONITORING SERVICE
Donnelly and Sheridan Rds.
Lake Bluff, Ill. • Lake Bluff 546

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

RADIO NFA News Features
Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
250 Park Avenue New York

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Sports announcer with regular announcing experience. Write in detail Box 855, BROADCASTING.

Situations Wanted

Young man, college education, seven years with major New York City network station as associate musical director, thoroughly experienced in program building and production, an expert judge of talent and feasibility of program ideas, desires position with an agency where there is opportunity to rise to substantial executive position. Box 878, BROADCASTING.

FACTS SELL TIME!

Salesman. Experienced in merchandising research—can estimate total sales and determine advertising and merchandising needed to realize potentials in a given market. Believes investigation of accounts plus definite merchandising idea, with a radio program that will sell that idea, best formula in approaching a prospect. Young. College trained. Reasonable salary arrangement satisfactory. Samples of work available for inspection. Box 873, BROADCASTING.

Licensed engineer with ten years experience, five years as chief engineer. Experience covers construction, installation, maintenance and operation of three stations including one 5 KW with directional antenna system. Can supervise, maintain and operate. College graduate. Best references. Box 871, BROADCASTING.

Lawyer, several years with FCC, expert on corporation law, the law of broadcasting, and the interpretation of the public interest standard seeks connection as manager, policy director, or advisor of station or group of stations. Box 879, BROADCASTING.

Chief engineer, 28, M.A.Sc. degree in Electrical Engineering. Fully experienced in all phases of broadcasting, including the design and installation of transmitting and speech input equipment. Box 882, BROADCASTING.

Trained licensed broadcast technician desires connection with small station as combination operator and announcer with the opportunity to help increase business. Single. Salary open. Write Box 870, BROADCASTING.

Station Manager: Knows the angles, answers and invites tough problems. Organize new or revamp old staff. Available with or without financial interest. Box 875, BROADCASTING.

Good announcer—P. O. Box 104, Forest Lake, Minnesota.

Situations Wanted (Con'td.)

Position as station manager. 15 years radio experience. 5 years in executive position with NBC. Age 37. Family. At present employed as Station Manager. Box 869, BROADCASTING.

Attention: Advertising executive with successful sales record on network station interested in job as advertising manager or salesman with progressive station. Box 877, BROADCASTING.

Broadcast station operator. Special training, 8 years radio service engineer, Married. Small station preferred. Can copy transradio code. Best references. Write Box 876, BROADCASTING.

Radio operator with first class telegraph and first class telephone willing to accept position in tropics. Tom Banks, 752 Columbus Avenue, New York.

New York announcer, thoroughly experienced. Handles production, continuity, dramatics, publicity. Anywhere. References. Box 880, BROADCASTING.

Sports and news announcer. Three years of specialization in baseball, racing, boxing and football. Now employed but desires change. Box 881, BROADCASTING.

Employed licensed engineer desires change. Transmitter, control room and accurate transradio. Box 883, BROADCASTING.

Operator, both licenses, RCA graduate, 5 years amateur experience. Box 884, BROADCASTING.

ANNOUNCER, special features, sports, MC, young, ambitious, sober, experienced. Go anywhere. Box 885, BROADCASTING.

Wanted position as announcer continuity writer. Sample of continuity and record on request. Box 872, BROADCASTING.

For Sale

FOR SALE—100 watt full time station in southern city of 28,500. Exceptionally low price for quick disposal, write for particulars. Box 874, BROADCASTING.

Exceptional opportunity to purchase two established broadcasting stations located in California. Terms cash. Present management will remain if desired. Reply in confidence to Box 868, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

A New Improved Radio Outline Map

(To be published in 1938 Yearbook Number . . . Actual Size 31 x 21½)

Magnified Portion of Map is Actual Size

Map Features

1. Shows location of all U. S. and Canadian stations.
2. Outlines and names each county, state and province.
3. Shows symbols indicating number of stations per city.
4. Reverse side shows each station by state, city, call letter, frequency and power.
5. Shows time zones.

Ideal for

- ☆ Advertising Agencies
  In mapping spot and network campaigns
- ☆ Radio Advertisers
  In mapping markets and campaigns
- ☆ Station—Sales and Engineering
  In defining coverage, market and areas
- ☆ Station Representatives
  In mapping stations

COINCIDENT with its 1938 Yearbook Number, BROADCASTING publishes a new, improved and larger (31 x 21½ inches) Radio Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.*

PRICES—Single Copies 35c • 10 or More Copies 25c Each

BROADCASTING
Broadcast Advertising

National Press Bldg.
Washington, D. C.

Missionary Force Formed by ASCAP

Field Crew to Tour Nation in Effort to Unify Policies

TO AID in establishing a consistent policy of licensing throughout the country, ASCAP has formed a field force which will travel from territory to territory, studying conditions and suggesting changes necessary to bring each area in line with a uniform national policy. Richard Powers has been named director of this field force, which also includes John Hammett and Larry Schlums.

Explaining the work of the new unit, John G. Paine, general manager of ASCAP, said the organization has a number of "direct" offices which are operated by ASCAP employes and also a number of "representative" offices maintained by attorneys who have been given administration of specific territories. It is to bring the representatives' somewhat varied modes of action into conformity with that of the direct offices and to change their licensing practice from a legal to a sales approach that the field force has been set up, he said.

Board of directors of ASCAP will remain the same for 1938 as it was in 1937, all members whose terms expired having been re-elected at the board's first meeting this year, on Jan. 20.

Frank J. Wideman, attorney of Washington and West Palm Beach, Fla., has been retained by ASCAP to file suit against the State of Florida, testing the constitutionality of the anti-ASCAP statute there. E. C. Mills, ASCAP chairman, left New York for Florida Jan. 23.

WDAS Disc Ruling Seen Inconclusive

(*Continued from page 15*)

desiring to purchase does not constitute such "publication" or "dedication" of the particular rendition as will prevent the recording artists from limiting the use to which the record may be put; and (3) that under the facts disclosed by the evidence, the plaintiff was entitled to relief on the ground of unfair competition. Judge Linn concurred in the main opinion only on the ground of unfair competition, apparently rejecting the theory of a property interest in the artists, while Judge Maxey rejected the main opinion and based his conclusions on a "right to privacy."

The decision must be viewed in the light of the facts disclosed by the evidence.

1. The broadcast of the records was introduced by an announcement to the effect that the records were the recordings of Fred Waring. The station thereby acquired such benefit as attached to the use of his name.

2. The uncontradicted evidence showed Fred Waring and his musicians, including all members of his staff, to be of such unique genius that their interpretations of musical compositions are in the realm of independent works of art which can be distinguished by ear as Fred Waring performances.

The court recognized the property right only in one who could "elevate interpretations to the realm of independent works of art." This is entirely different from saying that any recorded performance vests an enforceable property right in the performing artists. In fact, the court was careful to point out "that the ordinary musician does nothing more than render articulate the silent composition of the author." Unless this unique quality is present and demonstrated, the property right does not exist and the question of the loss of the right by publication cannot arise.

Rights Given by Law

In the first part of its opinion, the court says that Waring could not protect his property right under existing copyright laws—that "the creator of such a work may protect his property rights therein, but the statute does not recognize any right of a performing artist in his interpretative rendition of a musical composition." It then proceeds to look to the common law. The opinion points out "that the rights given by the act (copyright act) supersede those of the common law so far as the act applies" and that "the law has never considered it necessary for the establishment of property rights in intellectual or artistic production that the entire ultimate product should be the work of a single creator; such rights may be acquired by one who perfects the original work or substantially adds to it in some manner." Certain cases cited in the opinion are glossed over with the statement that "the rights sought to be reserved after publication could have been protected by copyright of the work under the statute, and therefore there was no real need for equitable relief." The United States rule is that common law rights in literary property do not survive publication, but merely protect the creator prior to publication.

From the foregoing statements in the opinion, it seems clear that the Court invoked the protection of equity *only because it was of the opinion that Fred Waring could not obtain protection under the United States copyright laws* against unauthorized use of the musical interpretations which he had raised into the realm of independent works of art. Such being the case, it impresses me that the court labored under a misapprehension of fact and law. Waring "could have been protected by copyright of the work under the statute, and therefore there was no real need for equitable relief." It does not appear that consideration was given to the fact that an orchestra, even such a noted one as Fred Waring's, performs its interpretations from a special written arrangement prepared for the purpose and that this is subject to statutory copyright protection.

Confusion Over Rights

The opinion seems to assume that the unique rendition results from some instinctive quality of the musicians. If the various parts were improvised by the musicians at the time of the final performance, then there would be reason for the court's conclusions. But this was not the case. The recorded arrangements in controversy were principally the work of Charles Henderson, a member of Waring's organization. Waring testified that his usual procedure as an interpretative artist was to make special arrangements, committed to scores which were distributed to the musicians for rehearsal. He had a verbal license from the copyright owner of the original compositions to make the special arrangements. These special arrangements represented the unique genius of Fred Waring and his organization. They were "writings" subject to the protection of the United States copyright laws and Fred Waring could have obtained a copyright which would include the exclusive right to perform publicly for profit. Had he acquired this protection, public performance by others, either through the medium of phonograph records or live talent, could not lawfully take place without his consent. But he did not see fit to do so. On the contrary, he attempted to copyright a disc and this fact in addition to admissions by the defendant's attorneys seems to have misled the court into a belief that no avenue of protection was afforded him by the copyright statute.

Unfair competition is the culminating basis upon which the court rests its decision. It appears from the testimony that Waring ceased to make phonograph records because of a detrimental effect upon his radio income as a result of records being performed in competition with him. It may well be that if Waring's name had not been used in conjunction with the broadcasts or if the protection available to him under the copyright statute had not been overlooked, the court might have taken a different view of the situation. More studied consideration might have been given to the well established principles involved in the long line of Federal decisions which hold attempted limitations upon the use a purchaser may make of an article offered for sale to be contrary to public policy and void. More consideration might have been given to possible restraints of trade involved.

It is hoped the foregoing comments will give you some idea of the limitations of the WDAS decision and the possibility that other courts may refuse to adopt its theory.

McDonald, Zenith Radio, Gives Television Warning

COMDR. E. F. McDONALD Jr., president of the Zenith Radio Corp., Chicago, in a speech over CBS during the *Zenith Foundation* program Jan. 23, said that television is just around the corner—but for stock salesmen only. In his speech he said: "My own conclusions on the status of television are naturally based on the closest possible association with the radio industry and the technical findings of our own television engineers. Television is just around the corner, but only for stock salesmen and deluded investors who believe these salesmen when they say that television will soon be in every home. It is time the public is told the truth. Television *is* coming, but serious technical and economic difficulties are delaying its introduction."

Comdr. McDonald's firm is an applicant before the FCC for experimental television wave facilities, the firm at one time also operated a broadcasting station in Chicago. In his speech he predicted that television would probably find its first application over telephone wires. He said: "As television now stands, 2,000 transmitters would be needed to give adequate coverage of the United States, and to wire them together as radio stations are now joined would require 9,000 miles of special cable plus an approximate cost of one dollar a foot for installation, or nearly one billion dollars. Television is likely to find its first application over telephone wires instead of by means of wireless television transmitters. The AT&T subsidiaries are having television privileges included in their franchises. Television is coming, but it is *not* "just around the corner".

Philip Morris Auditions

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), may add a third network show. Biow Co., New York, agency in charge, is now auditioning several possible shows, to be placed probably on either the NBC-Blue or Mutual networks. Present programs are on NBC-Red and CBS.

ATLAS RADIO Corp., New York, has announced that Stuart F. Doyle's Fidelity Radio Ltd., Sydney, Australia, will produce transcribed programs along the lines of Atlas, to be distributed in this country by Atlas. Primarily a radio distributing company, Fidelity has been experimenting with transcribed shows, and conducted a test campaign in Australasia before signing the five-year agreement with Atlas to distribute their programs there.

WGL, Fort Wayne, Ind., began operation with increased day power of 250 watts on Jan. 29, continuing with 100 watts at night. It operates in conjunction with WOWO, 10,000 watt Westinghouse station in Fort Wayne, and is an NBC outlet.

ADVERTISERS ARE DEMANDING CERTIFIED COVERAGE AUDITS

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RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
N. Y. OFFICE - 350 MADISON AVE.

Lapel Type Microphone

No Larger Than a Boutonniere

Yet Astatic L-1 Lapel Microphone is "tops" in performance. Dual diaphragm construction. Non-directional pickup. Telephone black or chrome finish.

LIST PRICE $25.00

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-7 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

In Baltimore, it's

WFBR

ON THE NBC RED NETWORK
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Equipment

WCAU, Philadelphia, announces that its new high-frequency experimental transmitter, W3XIR, will be completed by Feb. 15. Installed under the supervision of John G. Leitch, WCAU technical supervisor, atop the 1616 Walnut St. building, the station will operate with 100 watts on 31.6, 35.6, 38.6, or 41 mc.

WKBN, Youngstown, O., announces that its new transmitting equipment is in operation, consisting of a 350-foot vertical Truscon radiator and new RCA speech input apparatus. Plans are under way for the rebuilding of its downtown studios.

KDYL, Salt Lake City, has installed a duplicate control room with auxiliary turntables in addition to a WE 23-A speech input system under the supervision of John M. Baldwin, chief engineer. A complete call system throughout KDYL's departmental offices has also been installed.

BROCK-FORSYTHE Co., Chicago, midwestern representative of the Presto Recording Corp., New York, has moved from 20 E. Jackson Blvd. to larger quarters at 540 N. Michigan Ave. The firm handles broadcast equipment of American Communications, New York.

CHARLES K. MARSHALL has been appointed western representative of Collins Radio Co., Cedar Rapids, Ia., equipment manufacturers, and has established offices at 6521 Wilshire Blvd., Los Angeles. Concern has sold Collins remote amplifiers to KFAC, Los Angeles, and KDON, Monterey, Cal.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has sold one of its new portable model recording machines to Radio Industrial de Mexico, Mexico City, and to the Inter-Mountain Clinic, Salt Lake City. Universal is offering a short factory course of instruction to owners of its school and college recording machines.

WFIL, Philadelphia, has purchased an RCA type 1-DA, 1,000 watt broadcast transmitter, contingent upon a construction permit being granted by the FCC. KFAM, St. Cloud, Minn., local scheduled to start April 1, has purchased a 250-G, 250 watt RCA transmitter along with speech input equipment, also contingent upon FCC approval.

THE new astatic Type G, grip-to-talk microphone desk stand, designed for airway ground stations, intercommunication systems and amateur radio operators, is equipped with a bar actuated multiple contact switch and socket connector to fit any Astatic Crystal Microphone, including Model T-3, D-104, K-2 and D-2. The switch automatically operates under 10 ounce pressure on the grip which moves only 1/16 of an inch to work a relay and cut in the microphone. This stand is 8¼" high with a 5½" diameter base and weighs 1¾ pounds. The handle is finished in heavy chrome plate and the base black. Additional information may be secured from the Astatic Microphone Laboratory Inc., Youngstown, O.

WINDSTORM—On a Kansas prairie damaged the plane owned by Charles C. Theis, president of KANS, Wichita. Herb Hollister, KANS manager, was flying Mr. Theis and party to Colorado Springs when they dropped down on the Theis ranch for an inspection tour. While they were gone from the plane there came a dust storm.

Saved the Day

AN 80-MINUTE power line failure at KSFO, San Francisco, Jan. 14 didn't cost the station loss of revenue, because of the efficient emergency plant. Despite the power failure, KSFO continued to operate, losing only 40 seconds, the time required for the automatic apparatus to cut in the emergency generators, which provide full power for the transmitter, the building and the tower lighting. KSFO is the only station so equipped on the Pacific Coast, according to Manager Phil Lasky.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Did

You Ever Play "Hide-go-seek"

. . With Your Copies of BROADCASTING ?

Unfortunately, copies of BROADCASTING do get misplaced. Especially around a busy office—when you need them most. Remember when that happened to you? But the remedy is simple. Just order one of the new, specially constructed binders, large enough to accommodate every issue throughout the year.

$2.50 POSTPAID

Your name in gold 25c extra

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

HIGH-FIDELITY REPRODUCTION in this Studio by JOHNS-MANVILLE

• Perfect acoustical background in this WABC Studio assured by J-M Sound-Control Materials.

TODAY, sensitive microphones pick up every stray sound, every tonal distortion. Only proper studio acoustics can keep these annoyances off the air.

To create and to safeguard high-fidelity reproduction, stations from coast to coast have called upon Johns-Manville . . . not merely for sound-control materials, but, even more important, for the acoustical-engineering service that assures an effective, economical, permanent solution to the problem.

Whether your studios are old or new, large or small, it will pay you to get complete details on J-M Acoustical-Engineering Service. Write Johns-Manville, 22 East 40th St., N. Y. C.

Johns-Manville
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 14 TO JANUARY 28, INCLUSIVE

Decisions . . .

JANUARY 14

APPLICATIONS GRANTED—NEW, N. B. Egeland, Ft. Dodge, Ia., take depositions in Iowa; NEW, Burlington Brdcstg. Co., Burlington, Ia., take depositions at Burlington, Ia.; KPRC, Houston, extension temp. auth. 5 kw N to 2-17-38; WLAW, Lawrence, license for CP; KVOX, Moorehead, Minn., license for CP; WSAL, Salisbury, Md., license for CP; KRBA, Lufkin, Tex., mod. CP trans., studio sites, new equip., radiator; WGVA, Indianapolis, mod. CP re equip., radiator; WBCM, Bay City, Mich., CP new trans.; KINY, Juneau, Alaska, mod. CP re trans., equip., radiator; WABY, Albany, N. Y., license for CP increase D to 250 w; WRBL, Columbus, Ga., mod. license to Columbus Brdcstg. Co.

JANUARY 15

WAAW, Omaha—Granted temp. auth. operate 5:45-6 a. m.

ORAL ARGUMENTS GRANTED—Ex. Rep. I-387, Johnson City Brdcstg. Co., Johnson City, Tenn.; Ex. Rep. I-389, Knoxville Brdcstg. Co., Knoxville, and Richard M. Casto, Johnson City; Ex. Rep. I-523, United Theatres Inc., San Juan, P. R.

JANUARY 17

MISCELLANEOUS—KYOS, Merced, Cal., granted order take depositions; KFEL, Denver, granted pet. intervene Scripps-Howard applic. in Denver; WGAN, Portland, Me., granted continuance hearing; NEW, Clinton Brdcstg. Corp., Clinton, Ia., granted pet. accept appearance, take depositions; KROC, Rochester, Minn., denied request retain original hearing date; WESG, Ithaca, granted indef. continuance hearing for mod. license; NEW, Four Lakes Brdcstg. Co., Madison, Wis., granted indef. continuance hearing; NEW, Brenau College, Gainesville, Ga., denied as in default; KGGC, San Francisco, dismissed at applicant's request applic. mod. CP; NEW, James Weiland, New Bern, N. C., denied as in default.

JANUARY 18

MISCELLANEOUS — Greater Greenwood Brdcstg. Station, Greenwood, S. C., granted petition intervene applic. W. A. Barnette; KMO, Tacoma, granted petition intervene applic. Michael J. Mingo; NEW, Harry M. Ayers, Anniston, Ala., granted auth. take depositions; NEW, W. A. Barnette, Greenwood, S. C., granted auth. intervene applic. Greater Greenwood Brdcstg. Station; NEW, Clinton Brdcstg. Co., Clinton, Ia., granted request extend time to file answer; NEW, Capper Pub. Inc., denied pet. to transfer control KCKN and WIBW control without hearing.

SET FOR HEARING—WBRY, Waterbury, Conn., CP increase 1 to 5 kw; WTAD, Quincy, Ill., CP amended to move trans., directional antenna, change to unl.; WMBG, Richmond, Va., CP amended from 500 w to 1 kw 5 kw. D directional; WKBN, Youngstown, mod. CP directional antenna, increase to unl.; WEMP, Milwaukee, mod. license to 100 w unl.; WBEN, Buffalo, mod. license N 1 to 5 kw; NEW, Cuyahoga Valley Brdcstg. Co., Cleveland, CP 1500 kc 100 w D; NEW, Fredericksburg Brdcstg. Corp., Fredericksburg, Va., CP 1200 kc 250 w D; NEW, McComb Brdcstg. Corp., McComb, Miss., CP 1200 kc 100 w D; NEW, Chester Howard & Clarence Berger, Wallace, Id., CP 1420 kc 100 w 250 w D unl.

JANUARY 19

KPOF, Denver—Granted mod. license to 1 kw.

NEW, Richard Field Lewis, Oakland, Cal.—Denied CP 1160 kc 1 kw D.

NEW, Galesburg Brdcstg Co., Galesburg, Ill.—Granted CP 1500 kc 250 w D.

KXA, Seattle — Granted CP change equip., move trans., increase 250 w 500 w D to 1 kw ltd.

JANUARY 21

WMAS, Springfield, Mass. — Granted license for CP change trans., studio sites, new equip.

WPTF, Raleigh, N. C.—Granted extension exp. auth. 5 kw LS-KPO to 11 p. m.

WWL, New Orleans—Granted extension exp. auth. 10 kw to 8-1-38.

WBBM, Chicago, and KFAB, Lincoln—Extension exp. auth. synchronize.

WFIL, Philadelphia—Granted extension temp. auth. 1 kw N.

WWJ, Detroit—Granted extension temp. auth. 5 kw.

WFLA, Clearwater, Fla.—Granted extension temp. auth. close Clearwater studios.

SET FOR HEARING—WLW, Cincinnati, extension exp. auth. 500 kw; KTDC, Austin, Tex., mod. CP extend completion.

JANUARY 24

NEW, L. B. McCormick, Greenville, N. C., granted auth. take depositions; NEW, Amarillo, Tex., granted auth. take depositions; NEW, Jonas Weiland, Kinston, N. C., dismissed at applic. request petition for CP new station 1500 kc 100 w D; NEW, Scripps-Howard Radio Inc., Denver, dismissed at applic. request petition CP 630 kc 1 kw unl.; WCAO, Baltimore, granted temp. auth. 1 kw N to counteract interference from CMQ, Cuba; NEW, Santo Sottile, Charleston, S. C., granted pet. withdraw applic. without prejudice for new station 1200 kc 100 w 250 w D unl.

WJAR, Providence—Granted pet. intervene applic. Pawtucket Brdcstg. Co.

NEW, Great Western Brdcstg. Co., Omaha—Granted waiver Rule 104.6 and accepted appearance re applic. new station.

JANUARY 25

MISCELLANEOUS — NEW, Cheyenne Radio Corp., Cheyenne, Wyo., denied pet. consolidate Paul R. Heitmeyer, Frontier Brdcstg. Co. and Cheyenne Radio Corp.; NEW, Frontier Brdcstg. Co., Cheyenne, denied further argument on Heitmeyer applic. etc., reargument continued indefinitely; NEW, Paul R. Heitmeyer, Cheyenne, dismissed motion to dismiss and deny pet. Cheyenne Radio Corp. and Frontier Brdcstg. Co.; WGCM, Mississippi City, granted with prejudice request withdraw applic. move to Mobile etc.; NEW, Burlington Bdcstg. Co., Burlington, Ia., granted request amend order; NEW, granted pet. intervene applic. Colo. Radio Corp. CP 630 kc 1 kw unl., and applic. Eugene P. O'Fallon, Denver, CP 920 kc 1 kw unl.

JANUARY 26

KSOO, Sioux Falls, S. D.—Granted increase power 2½ to 5 kw.

NEW, WDRC Inc., Hartford—Granted amended CP high freq. 1 kw.

SET FOR HEARING—NEW, P. W. Spencer, Rock Hill, S. C., CP 1500 kc 100 w D; NEW, Cuyahoga Valley Brdcstg. Co., Warren, O., CP 1200 kc 100 w unl.; WHBF, Rock Island, Ill., CP amended to 1240 kc 1 kw unl. directional N; NEW, King-Trendle Brdcstg. Corp., Pontiac, Mich., CP amended to 1440 kc 250 w unl.

MISCELLANEOUS—WOV, New York, retired to closed files CP granted 12-8-36; WKBB, Dubuque, Ia., granted extension to 2-7-38 to file applic. mod. CP move trans., studio; WRTD, Richmond, Va., reconsidered and granted applic. assign. license to Times-Dispatch Radio Corp.; NEW, Thumb Brdcstg. Co., Sandusky, Mich., denied request withhold decision on applic. Port Huron Brdcstg. Co., and applic. W. W. Ottaway, Port Huron; WSAN, WCBA, Allentown, Pa., denied joint pet. reconsid. action 4-27-37 setting for hearing applic. renewal and grant same without hearing.

JANUARY 26

NEW, Hickory Brdcstg. Co., Hickory, N. C.—Denied CP 1370 kc 100 w D.

WMBH, Joplin, Mo.—Denied CP change 1420 kc 100 w 250 w LS unl. to 1380 kc 500 w unl.

WBOW, Terre Haute, Ind.—Denied CP change 1310 kc 100 w 250 LS unl. to 1290 kc 500 w 1 kw LS unl.

NEW, Broward Brdcstg Co., Ft. Lauderdale, Fla.—Denied as in default applic. CP 1370 kc 100 w 250 w LS unl.

NEW, Harold H. Thoms, d/b Asheville Daily News, Asheville, N. C.—Denied CP 1370 kc 100 w unl.

MISCELLANEOUS — NEW, Monocacy Brdcstg. Co., Rockville, Md., granted continuance hearing 3 months; NEW, Union-Tribune Brdcstg. Co., San Diego, Cal., granted continuance hearing 4 months; NEW, State Brdcstg. Corp., Gretna, La., granted continuance hearing 3 months; NEW, Kathryn B. Gosselin, Aurora, Ill., granted waiver Rule 104.6 and accepted appearance, continue hearing 30 days; WCAM, Camden, N. J., granted auth. intervene applic. Hal Brdcstg. Co.; NEW, Ben S. McGlashan, Los Angeles, granted continuance applic. relay station; WPEN, WRAN, Philadelphia, granted 30 more days to comply with order 11-9-37; WPEN, Philadelphia, granted extension temp. auth. 1 kw N to counteract interference; WMBQ, Brooklyn, granted extension temp. auth. for Joseph Husid, receiver, to operate station.

JANUARY 28

Yankee Network, Boston — Granted license for CP move facsimile station to Mt. Washington, N. H.

Examiners' Reports . . .

WSAY, Rochester—Chief Examiner Arnold recommended (I-558) that applic. increase 100 w D to 100 w 250 w LS unl. be granted.

KGAR, Tucson, Ariz.—Examiner Seward recommended (I-559) that applic. CP change 1370 kc 100 w 250 w LS unl. to 1340 kc 250 w unl. be denied.

WAAB, Boston—Examiner Dalberg recommended (I-560) that applic. mod. license N to 1 kw be granted.

WEED, Rocky Mount, N. C.—Examiner Bramhall recommended (I-561) that applic. change 1420 kc 100 w 250 w LS unl. D sh-WCHV N to 1240 kc 500 w unl. directional N, be granted.

NEW, Fred M. Weil, Grand Coulee, Wash.—Examiner Seward recommended (I-562) that applic. CP 1420 kc 100 w 250 w LS unl. be denied.

W3XAU, Newton Square, Pa.—Examiner Irwin recommended (I-563) that applic. mod. license to add frequencies be denied, but applic. amend applic. in other respects be granted.

NEW, Gerald A. Travis, La Porte, Ind. —Examiner Seward recommended (I-564) that applic. CP 1420 kc. 250 w D be granted.

NEW, Shirley D. Parker, Yakima, Wash. —Examiner Bramhall recommended (I-566) that applic. CP 1310 kc 100 w 250 w LS unl. be denied.

NEW, Colonial Bcstg. Co., Morristown, N. J.—Examiner Hyde recommended (I-567) that applic. CP 620 kc 1 kw unl. be denied.

WDWS, Champaign, Ill. — Examiner Berry recommended (I-568) that applic. CP increase LS to 250 w be granted.

KTUL, Tulsa—Examiner Dalberg recommended (I-569) that applic. CP increase to 1 kw 5 kw LS be granted.

NEW, Evening News Press Inc., Port Angeles, Wash.—Examiner Dalberg recommended (I-570) that applic. CP 1500 kc 100 w 250 w LS unl. be granted.

NEW, L. L. Coryell & Son, Lincoln, Neb.; KFOR, Lincoln; KCMO, Kansas City—Examiner Hill recommended (I-571) that applic. L. L. Coryell & Son CP 1450 kc 250 w 1 kw LS unl. be denied; that applic. KFOR CP change 1210 to 1450 kc directional, increase to 1 kw 5 kw D be denied; that applic. KCMO CP change 1370 to 1450 kc directional increase to 1 kw be granted.

NEW, W. H. Hartman Co., Waterloo, Ia. — Examiner Dalberg recommended (I-572) that applic. CP 1400 kc 500 w D be dismissed with prejudice.

COAXIAL OBSERVERS—Sound motion pictures, 240 lines, 24 frames per second, were transmitted and received recently over a test cable at Bell Telephone Laboratories, New York. Fidelity was said to be comparable to that in motion picture theatres. Attending the demonstration were: Bottom row (l to r)—Ed Cohan, CBS engineering director; E. F. Murphy, Graybar; Franklin B. Huntington, Poor Richard Club; E. B. Heeseler, editor, *Universal Commerce;* O. M. Glunt, Graybar; A. J. Eaves, Graybar; P. C. Goldmark, CBS television director. In back row—J. M. Lamarque, Graybar; William McGaughey, Western Electric; Frank Meyer, Penn York Supply; Frank Stahl, Graybar; E. J. Quinby, Western Electric; W. J. Drury, Graybar; Beverly Dudley, associate editor, *Electronics;* G. E. Cullinan, Graybar; Alfred McCosker, president of WOR, chairman of MBS; E. A. Hawkins, Graybar; Jack R. Poppele, WOR chief engineer; Max B. Cook, Scripps-Howard; W. B. DeForest, Graybar (at top); Jack Howard, president of Scripps-Howard; L. W. Lowman, CBS vice-president.

Applications . . .

JANUARY 17

NEW, Thumb Brdcstg. Co., Sandusky, Mich.—CP 950 kc 500 w 1 kw D unl., amended to 1370 kc 100 w 250 w D.

WRAX, WPEN, Philadelphia — Invol. transfer control to Mariannina C. Iraci, Adm.

KNEL, Brady, Tex.—Mod. license 1500 to 1340 kc.

NEW, Martin Andersen, Orlando, Fla.—CP 1500 kc 100 w 250 w D unl.

WDGY, Minneapolis—Mod. license ltd. to unl., increase N to 5 kw.

WMBI, Chicago—Mod. license re hours.

KGFX, Pierre, S. D.—Mod. license to 250 w, change hours.

KARM, Fresno, Cal.—License for CP as mod., new station.

KOOS, Marshfield, Ore.—Mod. license 1200 to 1410 kc, increase N to 250 w (contingent KMED grant).

KOY, Phoenix, Ariz.—Mod. license 1390 to 550 kc.

NEW, Michael J. Mingo, Tacoma, Wash. —CP 1400 kc 250 w D, amended to unl.

JANUARY 19

WAGM, Presque Isle, Me.—Mod. license re hours.

WIP, Philadelphia—License for CP aux. trans.

NEW, George Blumenstock, Biloxi, Miss.—CP 1210 kc 100 w 250 w D unl. (contingent grant WGCM move to Mobile.)

KFAB, Lincoln, Neb.—Mod. exp. auth. for new method of synchronization.

WBBM, Chicago—Same.

WOC, Davenport, Ia.—CP change 1370 to 1390 kc, increase N to 250 w, amended re trans., antenna, change to 250 w 1 kw D, move trans.

WCBD, Chicago — CP change hours, move trans. (contingent WMBI grant re hours).

KGIW, Alamosa, Col.—Vol. assign. license to John L. and W. A. Dier, d/b San Luis Valley Brdcstg Co.

KRKO, Everett, Wash.—Vol. assign. license to Everett Brdcstg. Co.

KWLK, Longview, Wash.—Mod. CP re antenna, trans.

NEW, R. C. Atwood, Port Angeles, Wash.—CP 1500 kc 100 w unl. amended re equip. change D to 250 w.

(Continued on page 81)

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

IRONIZED YEAST Co., Atlanta, Ga., on Jan. 23 started *Good Will Hour*, on 4 Mutual (WOR, WGN, WLW, CKLW) Sun., 10-10:30 p. m. and 11 Inter-City stations (WMCA, WMEX, WIP, WCBM, WOL, WDEL, WATR, WPRO, WLAW, WGAL, WORK), Sun., 10-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Renewal Accounts

LEVER BROS. Co., Cambridge, Mass. (Spry), on Jan. 17 renewed for 52 weeks *Aunt Jenny's Real Life Stories* on 47 CBS stations, Mon. thru Fri., 11:45-12 noon. Agency: Ruthrauff & Ryan, N. Y.

UNION OIL Co., Los Angeles, on Jan. 26 renewed for 52 weeks *Thrills* on 11 NBC-Red Pacific stations, Wed., 6:30-7 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

B. T. BABBITT Inc., New York (Bab-O cleanser), on Feb. 21 renews for 52 weeks *David Harum* on 23 NBC-Red stations, Mon. thru Fri. 11-11:15 a. m. Agency: Blackett-Sample-Hummert, N. Y.

EUCLID CANDY Co., of Cal., San Francisco (candy bars), on Feb. 22 renews for 13 weeks *Headlines on Parade* on 2 CBS California stations (KNX, KSFO), Tues., 5:30-5:45 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

DRACKETT Co., Cincinnati (Drano, Windex) has renewed *Hello Peggy* for 13 weeks on NBC-Red, Wed., Fri., 11:45-12 noon. Agency: Ralph H. Jones Co., Cincinnati.

FCC Applications

(*Continued from page 80*)

JANUARY 21

NEW, George B. Storer, Pontiac, Mich. —CP 800 kc 1 kw D.

NBC, New York—Extension auth. transmit recorded programs to Canadian station; extension auth. transmit programs to CFCF and CBL, and Canadian Bcstg. Corp.

WWSW, Pittsburgh—Auth. transfer control from Pennsylvania Newspaper Co. to P. G. Publishing Co.

NEW, Edward Breen & Allen R. Loomis II, Ft. Dodge, Ia.—CP 1500 kc 100 w 250 w D unl.

JANUARY 24

WRTD, Richmond—CP change 1500 to 1050 kc, new trans., increase 100 to 500 w, amended to 590 kc.

KTEM, Temple, Tex.—Mod. license D to unl.

NEW, Eastern Carolina Brdctg. Co., Goldsboro, N. C.—CP 1370 kc 100 w unl.

KOAM, Pittsburg, Kan.—Vol. assign. license to Pittsburg Brdcstg. Co. Inc.

NEW, Tacoma Brdcstg. Inc., Tacoma—CP 1420 kc 100 w 250 w D unl.

JANUARY 25

WMBQ, Brooklyn—Invol. assign. license to Joseph Husid, receiver.

JANUARY 28

WPG, Atlantic City; WBIL, New York —CP exchange spec. hours.

NEW, Eugene DeBogory, Dallas—CP 1500 kc 100 w D.

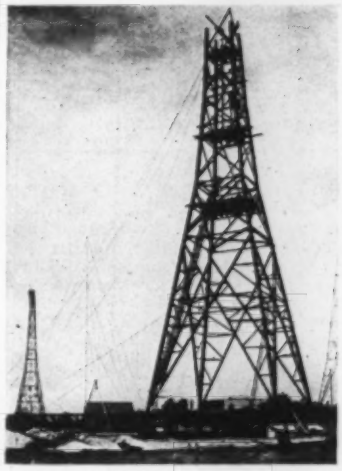
KATE, Albert Lea, Minn.—Mod. license D to unl., 100 w 250 w D.

KSFO, San Francisco—Mod. license N to 5 kw.

AERO TYPE
HANDI-MIKE

for aeroplane transmitters and inter-communication systems on planes. Slide button switch. Output -60 db.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.



ON WHEELS—A single antenna mounted on rollers will enable PCJ in Holland to rotate its beams in any desired direction. Photo shows lofty mast and substructure in course of construction. This is said to be the first movable shortwave antenna.

Network Changes

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 19 replaced *Manhattan After Dark* after one broadcast with *Harriet Parson's Hollywood Gossip* on 30 NBC-Blue stations, Wed., 8:30-9 p. m.

CAMPBELL SOUP Co., Camden, on Jan. 28 added 26 Canadian stations to *Hollywood Hotel* on CBS.

LIGGETT & MYERS Tobacco Co., New York, on March 30 replaces Lawrence Tibbett with Grace Moore on CBS *Chesterfield Presents*, Wed., 9-9:30 p. m.

TIME Inc., New York (*Time* Magazine, on Jan. 27 shifted *March of Time* on the NBC-Blue network from Thurs., 8:30-9 p. m., to 8-8:30 p. m. Agency: BBDO, N. Y.

AMERICAN TOBACCO Co., New York (Roi-Tan) on Jan. 13 shifted *Man to Man Sports* on 6 CBS-Pacific stations from Wed., 9:45-10 p. m. to Thurs., 10-10:15 p. m.

CAMPBELL SOUP Co., Camden, on Jan. 28 adds 25 Canadian stations to the 72 CBS stations for *Hollywood Hotel*, Fri., 9-10 p. m.

RCA and NBC Elect

ELECTION of former Vice-President Charles G. Dawes, and of Gano Dunn, prominent scientist and engineer and president of the J. G. White Engineering Corp., as directors of RCA, and also of NBC, was announced Jan. 28 by David Sarnoff, RCA president, following the regular board meeting of the company. Simultaneously, he announced that Dr. James Rowland Angell, former president of Yale, and now NBC educational counsellor, also had been elected an NBC director. Gen. Dawes and Dr. Dunn succeed the late Frederick Strauss, banker, and the late Newton D. Baker, former Secretary of War, on the RCA Board.

Finch, Godley Apply

APPLICATION for a new high frequency "apex" experimental broadcasting station in New York City, filed recently by William G. H. Finch, facsimile inventor, was amended Jan. 27 by Mr. Finch to include additional frequencies. He first asked for 35,600 kc., and on Jan. 27 applied also for 31,600, 38,000 and 41,000 kc. Paul Godley, consulting engineer of Montclair, N. J., has also applied for a high frequency station, asking for 1,000 watts on 41,800 kc.

NESTLE'S MILK PRODUCTS Inc., New York, has named Lennen & Mitchell, New York, as agency and will continue sponsorship of the *Mad Hatterfields* on the WLW Line and WSMB for Lion evaporated milk. William T. Hamilton is account executive.

INTERNATIONAL Radio Productions first contract was made with *American Weekly* and *Comic Weekly*, Hearst Sunday feature sections, and calls for weekly transcriptions which are sent to over 200 stations. Programs will be produced and recorded at KEHE, Hollywood, under direction of Howard Esary.

BEN S. GOTTLIEB, artists representative, has joined Thos. P. La Monica & Associates, publicity and radio counsellors as transcription (air-check) service director, with present headquarters at Easton, Pa. He expects to establish in New York City.

AT HOME—Here is the new mobile truck of WFAA, Dallas, in front of the station's plant near Grapevine, Tex. Brochures about the unit were sent to mayors, police chiefs, county judges and sheriffs, Red Cross chapters and newspapers in 178 Texas counties. Martin Campbell, WFAA manager, has offered the unit to these officials and organizations for public service activities.

Marcus Cordials

JULIUS MARCUS Laboratories, Newark (cordials), is planning participation or spot announcements on several New York stations. The campaign may be expanded to other cities later. Agency is Scheck Adv. Agency, Newark.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
NOW $40 Each
Two for $75.00 Approved by FCC
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01 %. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

AMERICAN . . . THE EASY WAY TO
THE WASHINGTON CONVENTION!

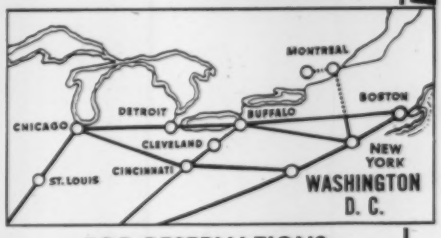
Leave later . . . arrive sooner . . . and have more time to spend at the Convention of the National Association of Broadcasters in Washington, D. C., February 14, 15 and 16.

Use the fast, convenient Flagship services of American Airlines, Inc., to save hours and days. And when the Convention ends, have extra time to swing up to New York on the way home!

Overnight Skysleepers direct from California, Arizona and Texas on the Southern Sunshine route. No change of planes.

Giant Flagship Club Planes from Chicago. The only direct, through service. Fast flights from Boston, New York, Nashville, Memphis and more than 50 other major cities.

Make reservations early. Delicious hot meals . . . served without charge by attentive Stewardesses.



FOR RESERVATIONS
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OR:

In Washington
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0442

AMERICAN AIRLINES Inc.

Merchandising & Promotion

Syndicate Promotion—Rabbit Tootsie—Pretty Babies—Garrulous Torso—Permanent Calendar

TO AID stations in convincing local business interests that radio does an excellent job, Adrian James Flanter, New York, specialist in broadcasting sales promotion, has initiated a syndicated monthly station promotion service. Idea back of this service is to enable stations to carry on systematic specialized local promotion. The service will consist of a series of monthly promotion pieces, each different in presentation, directed to a definite retail interest. Each piece will bear a station imprint, ready for mailing to such local radio prospects as they may select. Pieces will be supplied to stations in lots of 100, 250, or 500, on a three, six, or twelve months' contract basis.

* * *

Anniversary Excitement

KGLO, Mason City, Ia., celebrated its first anniversary not only with the customary special programs but also through street banners, window displays, silver envelope stickers lettered "First annual KGLO Week, Jan. 17 to 23," and lapel buttons labeled "KGLO Week" which were widely distributed on cards asking the recipients to wear the buttons to "celebrate the first anniversary of America's fastest growing radio station."

* * *

Nite Letter Promotion

EARNSHAW Radio Productions, Hollywood, to promote its five-a-week *Hollywood Nite Letter*, is getting out a four-page, coated stock brochure containing photographs of motion picture stars interviewed and written up in the script series. Promotion will also include pictures of Fenton Earnshaw, radio reporter, interviewing celebrities. Brochure will be used for publicity purposes by stations using the *Nite Letter* series.

* * *

WBS Booklet

WORLD Broadcasting System has published a booklet for sales and advertising executives reviewing their activities in 1937 and analyzing transcription problems for 1938. According to the booklet, 120 WBS advertisers used campaigns totaling 30,000 hours on 485 stations.

* * *

For the Superstitious

CONSOLIDATED Drug Trade Products, Chicago (Orzen) offers a rabbit foot to all listeners who send in a carton of the sponsor's product.

LEI AND JELLO — Got together when Lawton Campbell, vice-president of General Foods, hopped out of the *China Clipper* at Honolulu to be greeted by Robert Thurston, of KGU and Joseph Stickney of Honolulu Motors Ltd. Mr. Campbell will leave General Foods on his return to the States and become vice-president of Ruthrauff & Ryan, New York.

Agency Aids WTMV

WTMV, E. St. Louis, Ill., has appointed Oakleigh R. French & Associates, St. Louis, as advertising representatives, according to William West, general manager. In addition to handling all advertising for the station, the agency assists the production staff of WTMV in revising all commercial announcements before they go on the air. The agency is licensed by Townsend & Townsend, New York, to evaluate advertisers copy, checking each commercial against twenty-seven basic sales production elements established by Townsend as the necessary part of all advertising.

* * *

Free Photos in Demand

FOLEY & Co., Chicago (Foley's Honey & Tar Cough Syrup) received 5,042 requests during first two weeks of offer of autographed pictures of *Lulu Belle & Scotty*, stars of the WLS program which Foley sponsors. Photographs are sent to listeners sending in carton from the large (60-cent) bottle of cough syrup. The offer will be continued for a few more weeks according to F. P. Wagener, radio director of Lauesen & Solomon, agency handling the account. This is the third winter Foley has sponsored a daily program on WLS, using the 8-8:15 a. m. period.

* * *

Prizes for Baby Photos

LEHN & FINK Products Co., New York, (Lysol), has announced on its CBS *Dr. Dafoe* program six weekly contests for "the most attractive photo of a child under 10 years of age, on the basis of health and personality of the child, beauty or originality of the pose or setting, photographic excellence, and human interest." Contest runs from Jan. 31 to March 12, with weekly prizes ranging from cameras to U. S. Savings bonds. Agency in charge is Lennen & Mitchell, New York.

* * *

Medals for Callers

WLS, Chicago, is awarding a $10 weekly prize to the best dance caller in a Square Dance Caller's Contest on the Saturday night *National Barn Dance*. A second prize is $5. Four callers compete each week with the winners determined by the listener's votes. On March 12 the grand finals will be held with the three contestants who have received the most votes during the six-week contest competing for a grand prize of $25 and a *Prairie Farmer*-WLS gold medal.

* * *

Tennessee Breakfasts

DIRECTED to food concerns marketing breakfast products, WOPI, Bristol, Tenn., has issued a promotion piece called "It's a Natural." Covered in detail are the features of *Breakfast Club*, a packaged program ready for sponsorship.

* * *

Fight Stuff

THE NBC-Chicago sales promotion department has just issued a mailing piece, *Men Only*, advertising the Madison Square Garden fight series being carried on WENR, Chicago, and NBC-Blue network.

The Most Out of Life

FLORIDA CITRUS COMMISSION, Lakeland, Fla., whose program featuring Emily Post has been renewed on CBS for another 13 weeks, is offering on the show copies of a booklet, "How to Get the Most Out of Life". No proof-of-purchase is required. Agency in charge is Ruthrauff & Ryan Inc., New York.

* * *

When Carriers Convene

MILWAUKEE mail carriers on their own initiative made and distributed a promotion piece telling of the appearance of Heinie and His Grenadiers, from WTMJ, at the carriers' convention in that city. The postmen distributed the pieces on their routes, covering every mail address in the city.

* * *

Weight Guessing

GIANT mold of Jello was displayed recently by the merchandising department of KELO-KSOO, Sioux Falls, S. D., in the show windows of the local gas company. Prizes were given for best guesses as to the weight of the Jello and recipe books were distributed.

* * *

Toy Tractor Offer

KSOO, Sioux Falls, S. D., experienced a gratifying mail return as the result of two announcements on the 4 p. m. McCormack-Deering news broadcast. Over 700 farmers responded to a free toy tractor offer which was limited to the first 100 farm residents writing in.

* * *

Talking Tummy

GOING CHARLIE McCARTHY one better, KFRO, Longview, Tex., has acquired a dummy with loud-speaker under his shirt. Tagged Willie Talk, the dummy is taken to service clubs where he ribs the members.

* * *

The Opened Package

FRED PALMER, manager of KOY, Phoenix, Ariz., is sending his friends stuffed gila monsters mounted on a piece of cactus wood. Acceptance testimonials range from "delirium tremens" to "it will always remind me of you."

* * *

Beauty and Romance

ELIZABETH ARDEN, New York, on Jan. 11 announced a contest on the *Hour of Romance*, with Eddy Duchin, for the best letter answering the question, "What is your most personal beauty problem and why haven't you overcome it?" in less than 200 words.

Illinois Baby

AROUND the theme that radio is an infant industry, WHBF, Rock Island, Ill., has built a promotion booklet splashed with cuts of its various departments and complete with listener, sponsor and talent data. To illustrate radio's infancy, the baby daughter of Clair Heyer, WHBF national sales manager, is pictured on almost every page.

BIG PIPE—Was sent to Erle Smith, news editor of KMBC, Kansas City, by a listener who claimed his fondness for Kentucky Club Tobacco sold by one of Erle's sponsors, Penn Tobacco Co. When he tried to smoke it, Erle said he was glad that another of his sponsors sells B-C headache powders.

Corn Belt Script

CORN BELT HATCHERIES, Joliet, Ill (Corn Belt chicks), is offering a $2 credit slip on the purchase of chicks, to listeners sending interesting facts about chicks that are used on the *Poultry Peepers* program which started on WLS Chicago, Jan. 18. In addition a Corn Belt Hatcheries poultry manual and egg record calendar, a budget division, recipes, etc., are given. Campbell-Sanford Adv. Co., Chicago, handles the account with S. Geasey, account executive.

* * *

Followers of Speed

SOME 50,000 St. Louis boys and girls are said to have joined the Secret Six Club of WIL, after 45 episodes of the *Speed Gibson* disc series sponsored by Midland Baking Co. through Schaeffer-Brennan Agency. All personal contact between bakery and children is through salesmen-drivers, not retail outlets.

* * *

NBC's New Affiliates

NBC has issued a brochure describing KTSM, El Paso, which joined the South Mountain Group Jan. 3, and another on CBM and CBF, Montreal, which joined NBC networks Nov. 14, 1937. The latter brochure discusses NBC's coverage of both the French and English speaking population of Montreal and Toronto.

* * *

Perpetual Calendar

CKLW, Detroit-Windsor, has been giving a unique gift to radio time buyers. It is a perpetual calendar built like a ship's wheel with a "turn" of the wheel changing the date daily. Imprinted on the gift is "CKLW Broadcasting to—" together with the initials of the recipient.

* * *

To the Winner, a Cake

ONE QUESTION is asked each day during man-on-street on WHBF, Rock Island, Ill., and the first listener phoning in the correct answer gets a cake from the sponsor, Peter Pan Bread Co. Five extra phone operators had to be put on to handle the calls, says WHBF.

* * *

Iowa Folder

LEATHER pocket folder with name in gold has been sent to various agencies by the Iowa Broadcasting System. Inside are a rate card, market data and time contracts.

There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

ONE... dealers give WLW-advertised products preferential display and . . .

TWO... WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products *are* purchased through retail dealers.

★ **WLW**-THE NATION'S STATION · CINCINNATI

NOW!...Complete Distortion and Fidelity Measurements

EASILY... QUICKLY

With the RCA 68A and 69A equipment any broadcasting station can check the fidelity characteristics of transmitter and studio equipment and thus assure operation with best transmission quality. Frequency response, distortion and hum level are measured easily, quickly and directly. Distortion can be measured not only at 400 cycles but over the entire range of 50 to 7,000 cycles. Station engineers appreciate having the 68A and 69A because it helps them to keep the equipment in peak operating form. It's simple to install and operate. Many stations have found the RCA fidelity measuring equipment invaluable. Why not use it at your station?

The 6 important features shown here are proofs of the outstanding quality and usefulness of the equipment. Note these features. Consider how valuable this new equipment can be to you. Then write for free technical information. No obligation.

1. Enables broadcasting stations to maintain consistent high fidelity performance.

2. Measures complete operating characteristics — frequency response, distortion percentage and noise level.

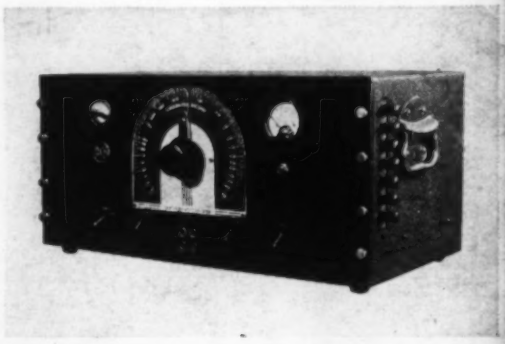
3. Completely AC operated—small in size. Rack or cabinet mounting.

4. Operates over entire audio band of frequencies.

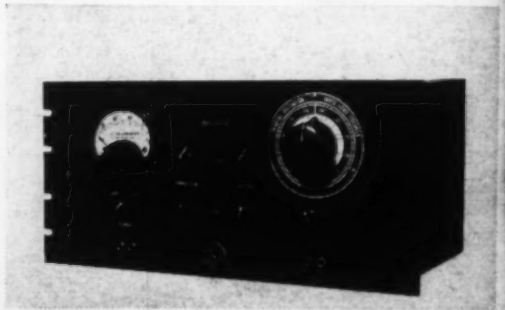
5. Easy to adjust and indicates directly—no calculations or critical adjustments required.

6. Makes routine fidelity measurements a practical reality.

RCA Type 68A Beat Frequency Oscillator. Specifications: Frequency response: Is flat within plus or minus 1 db. over the range between 20 and 17,000 cycles. Instrument may be operated down to 5 cycles per second with good wave form. Output power: Maximum 120 mw. Output Impedances: 5,000, 500 and 250 ohms. Distortion: Total arithmetic sum below 100 cycles, 0.3%—Above 100 cycles 0.2% at 12½ mw. output. Hum (zero level output): Minus 60 db. Power supply: 110-120 volts, 25-60 cycles, 70 watts. ⇒



RCA Type 69A Noise and Distortion Meter. Specifications: Frequency Range for Distortion Measurements: 50 to 7,000 cycles. Distortion Measurement Range: Full scale, 1% to 100%. Minimum reading .3 of 1%. Minimum Hum Measurement: 88 db. below a 12.5 mw. level on a 500 ohm line or below 100% modulation. Includes R. F. rectifier for transmitter measurements. Audio Input Impedance: 20,000 ohms bridging input balanced to ground and 250,000 ohms unbalanced to ground. ⇒



Use RCA Transmitting Tubes, the tubes which help reduce operating costs

RCA Broadcast Equipment

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